

G&J  pepsi®

The Right
Choice for
your
Beverage
Partner

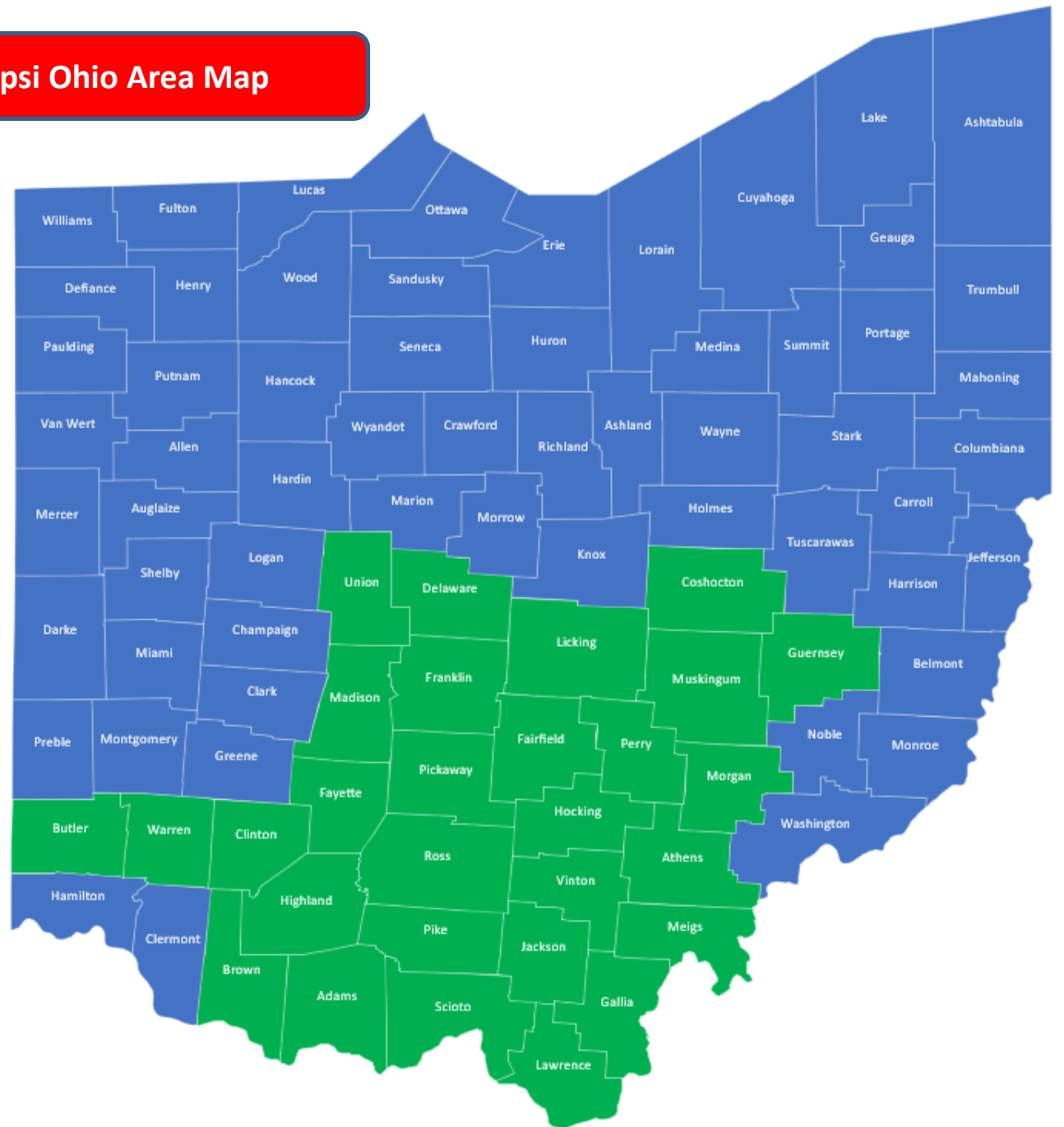


Pepsi Ohio Area Map



PepsiCo Regional Contact
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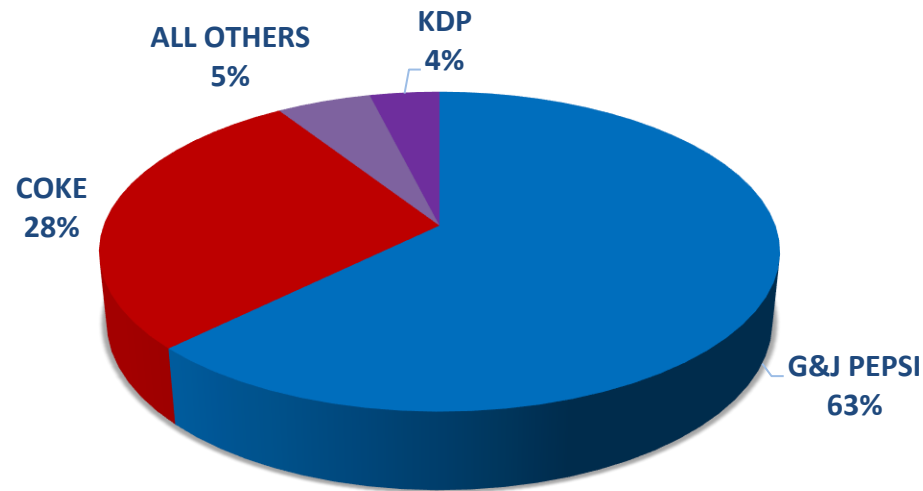
G&J Pepsi Regional Contact
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Market Share C&G

*Convenience Stores are the Consumer “Freedom of Choice” Segment...
Offering the most variety of Brands with the least promotional influences*

G&J Conv Share of CSD Single Serve



RANK	PRODUCT	DOLLAR SALES 2021	SINGLE SERVE DOLLAR SHARE
1	MT DEW 1CT 20OZ	\$ 26,566,389	16.8
2	PEPSI REG 1CT 20OZ	\$ 11,239,127	7.1
3	COKE REG 1CT 20OZ	\$ 9,517,791	6.0
4	DT MT DEW 1CT 20OZ	\$ 7,994,657	5.1
5	SPRITE REG 1CT 20OZ	\$ 6,015,283	3.8
6	DR PEPPER REG 1CT 20OZ	\$ 5,856,756	3.7
7	DIET PEPSI 1CT 20OZ	\$ 5,159,186	3.3
8	DIET COKE 1CT 20OZ	\$ 4,334,839	2.7
9	SKI SODA CITRUS 20OZ	\$ 3,486,183	2.2
10	MT DEW 1CT 1LTR	\$ 3,268,754	2.1

*Pepsi Truck has 6 of the Top 10 SS CSDs.
These 10 SKU's make up 53% of the Market Share for SS CSD.*

20z Mt Dew more than 2.5x Coke 20oz

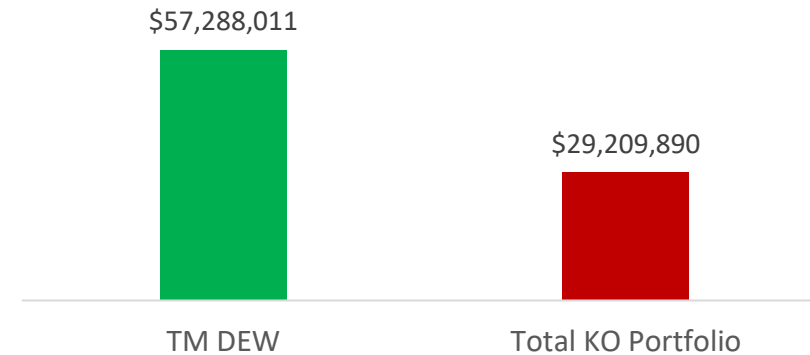
Preferred Brands

Preferred Brands = Maximum Profits

- Pepsi Brands represent 63% of all Single Serve Dollar Sales (includes KDP)
- Trademark Mt Dew drives 36.2% of all CSD Single Serve Dollar Sales – includes all Manufacturers
- Mt Dew Single Serve sells more than Coke's entire Single Serve portfolio combined by 18%
- Pepsi Trucks deliver 6 of the top 10 selling Single Serve SKUs, and 13 of the top 20

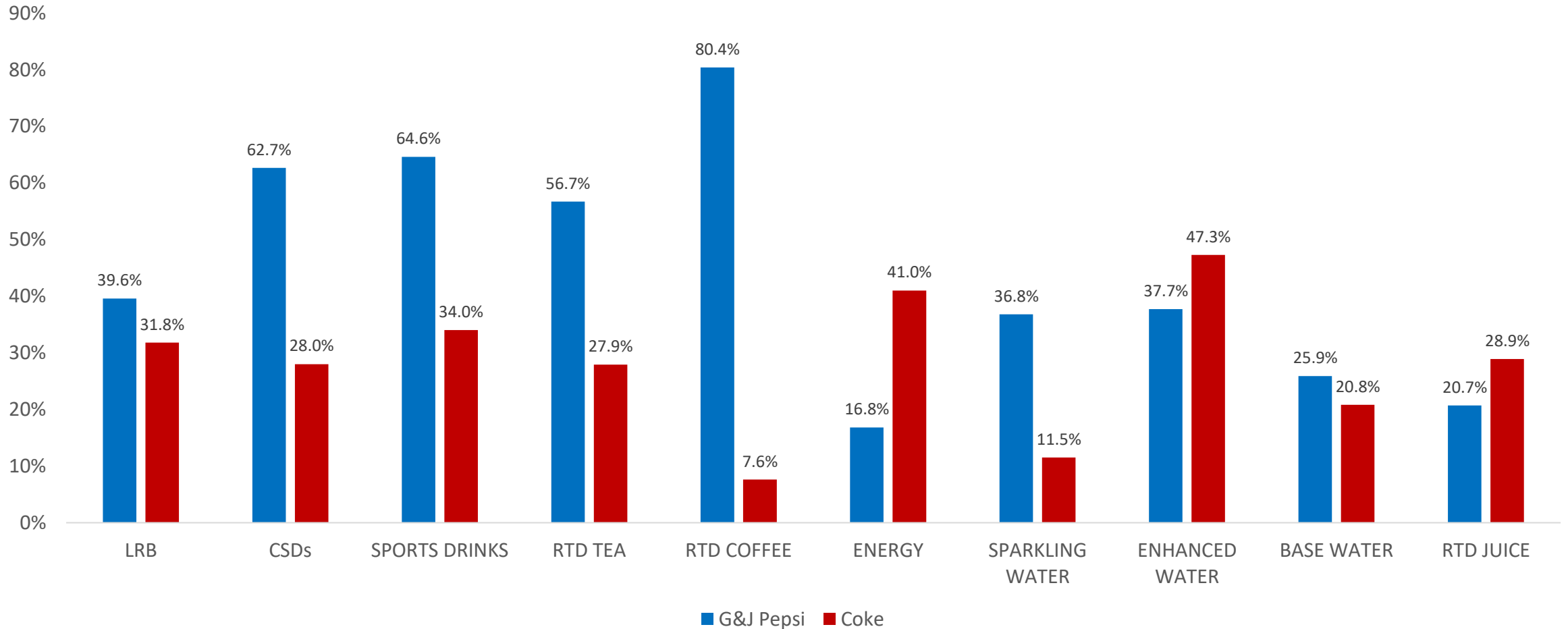
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TM Dew Sells More than Total KO Portfolio...



Dollar Share of Major Beverage Categories

G&J Pepsi, with a strong Non-Carb lineup is the Leader across most categories



KEY PEPSICO PARTNERSHIPS

MARRIOTT
HYATT
SONESTA
AVENDRA
AIMBRIDGE
WYNDHAM

OTHER National agreements

- ✓ Omni Hotels & Resorts
- ✓ Intercontinental Hotel Group
- ✓ Hilton Hotels
- ✓ The Sieb Group
- ✓ Choice Hotels
- ✓ Extended Stay America

OMNI  HOTELS
& RESORTS



SIEB



*All contract overviews posted on OneSource and Advantage.
Please contact Global Lodging team with any questions.*

HOW TO PARTNER WITH PEPSI TO BOOST RETAIL SALES!

LEVERAGING YOUR PEPSI PARTNERSHIP CAN EXPAND PROFIT OPPORTUNITIES

A CLOSER LOOK AT YOUR PLANOGRAM & VARIETY

Carbonated sodas remain important, but **energy, water, sports drinks, coffee, and lemonade** are driving growth



WHY ORDER THROUGH PEPSI DIRECTLY?



Availability of Pepsi's entire portfolio

- ✓ Brand standard products
- ✓ Leading growth category offerings
- ✓ 16.9oz Aquafina for complimentary water

Pepsi cooler and fountain beverage equipment

- ✓ Floor and countertop coolers for all dayparts and occasions
- ✓ Ambient water racks

Best in class pricing

Access to consumer and industry insights to help drive sales and revenues

CONTACT INFORMATION

Pepsicopartners.com

NAME:

EMAIL:

PHONE:

HOW TO PARTNER WITH PEPSI TO BOOST RETAIL SALES!

LEVERAGING YOUR PEPSI PARTNERSHIP CAN EXPAND PROFIT OPPORTUNITIES

FOLLOW BRAND STANDARD & PLANOGRAMS

Your road map to increased sales, Pepsi cooler planograms are created using up to date brand and consumer insights. Even with limited additional variety (pictured), you can still achieve guest satisfaction.



BENEFITS OF FOLLOWING A PLANOGRAM:

Drive Sales through product selection

- ✓ Reach more guests with an optimized assortment
- ✓ Satisfy more purchase occasions throughout the day
- ✓ Encourage impulse with an organized, easy to shop cooler

Get the most out of your Retail Space

- ✓ Reduce the risk of out of stocks with correct space to sales recommendations
- ✓ Drive efficiency with high turning products

Simplify Operations

- ✓ Planograms make restocking quick and easy
- ✓ Ensure a unified look and feel, no matter when the cooler is restocked

ADD A LIFEWTR RACK

Adding an ambient water rack is a quick and easy way to increase retail sales.

BENEFITS OF A LIFEWTR RACK:

Instantly Create Space

- ✓ Portable with a small footprint, LIFEWTR racks can be placed almost anywhere in the pantry or lobby
- ✓ Free up space in your cooler with a mix of chilled and ambient water choices

Generate Incremental Revenue

- ✓ Promote impulse with a rack near check in/check out
- ✓ Placed at the entrance of the pantry, a rack can invite guests to explore other food and beverage options
- ✓ The average ambient water rack can generate **\$11,000** incremental revenue annually, over \$200 per week

Increase Guest Satisfaction

- ✓ 80% of premium water occasions are ambient
- ✓ Open facings help guests avoid cooler handles
- ✓ Ambient water doesn't "sweat," making it easier to transport or save for later consumption



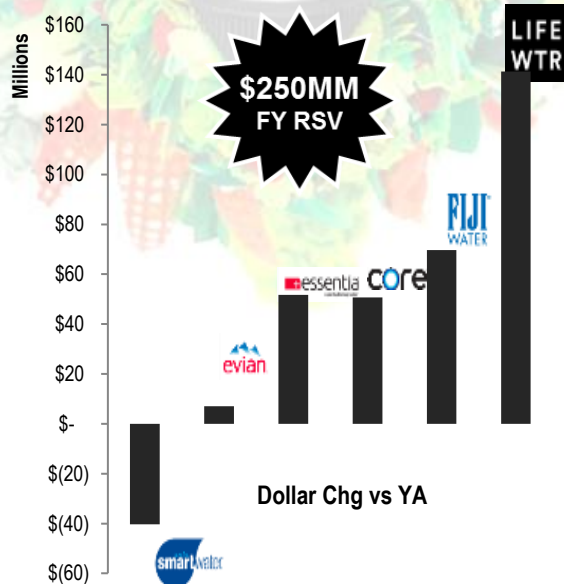
WIN WITH IN-ROOM WATER

What is LifeWTR?

LifeWtr is....Premium Purified Water, pH Balanced, Electrolytes Added for taste with rotating creative graphics to Inspire local artists

FASTEST GROWING PREMIUM WATER BRAND

25% TAKE RATE DURING MARRIOTT IN-ROOM TEST*



*Test conducted at 9 properties over a 4-month period

What is the Program Benefit?



- Bringing the refreshment to your guests
- 80% of premium water occasions are ambient → capture added sales through in-room
- Added Revenue stream for your property

Even with limited occupancy, incremental revenue can be substantial!

1 LITER (12 PACK)	
\$5.00	Retail Price
\$17.39	Case Cost
\$60.00	Case Revenue
\$42.61	PROFIT PER CASE
437	# of Rooms
60%	Occupancy Rate
262	Rooms Per Day
25%	% of In-Room Water Purchases
66	Total Units Sold Per Day
5	Daily Case Sales
1994	Annual Case Sales
\$84,956.35	PROFIT POTENTIAL PER YEAR

How to implement?

- Notify local Account Representative
- Choose product size (1L, 700ml, 20oz) & price point
- Regional KAM will suggest next steps to order tags accordingly



OPTIMIZE SPACE: market/pantry

A hotel's retail space is profitable, yet generally under leveraged



Check for contract compliance

- Ensure customer is sourcing Pepsi B&C from PBC bottler
- Check for unauthorized use of competitive products
- Are we getting our allocated space?
- Notify KAM if issues are present



Planogram Optimization

- Optimize beverage product mix and set cooler POG.
- Ensure they are offering core CSDs and Aquafina Water
- Expand priority brands
 - Bubly Sparkling Water
 - Tropicana Chilled portfolio
 - Lipton Pure Leaf Portfolio



Enhance water offerings with ambient racks

- Can be placed within the pantry or in other service areas
- Consider placing a rack near front desk



Beyond beverage

- Expand Micro Snacks
 - Sabra
 - Nut Harvest
 - Barre
- Frito-Lay XVL Trade-Up
 - Hotel can increase profits with LSS to XVL trade-up



LEVERAGE SCALE: **banquets & catering**

Banquets & catering sales account for 70% of volume at the average full service property



BEFORE



Enhanced catering playbooks available on Advantage & OneSource



AFTER

- ✓ **Enhanced catering vision**
 - Add 2 SKUs of Bubly to the standard beverage break. Core 4- CSD, Coffee, Water, Tea
 - Reflect changing consumer preferences to drive guest satisfaction
- ✓ **Upsell Opportunity**
 - Premium water
 - Tea House
 - Starbucks

Benefits to our Full-Service Program

- *No Out of Pocket Costs for*
 - *Equipment, no rent or lease*
 - *Repairs, free service calls*
 - *Labor, OUR PEOPLE DO ALL THE WORK*
 - *Inventory, Nothing for to you to purchase*
 - *Provide the newest payment technology*
- *Because we produce it, you will always have the freshest product*
- *Eliminates liability for money and equipment*
- *No internal accountability, no invoices*
- *Commission paid on all cash and credit collected*
- *We are locally owned, operated, and produced*



Vend Price & Commission Guidelines

Vend Price	Package	Commission Rate
\$1.50	20oz CSD & Aquafina	0%
\$1.75	20oz CSD & Aquafina	20%
\$2.00	20oz CSD & Aquafina	25%
\$2.50	20oz CSD & Aquafina	30%

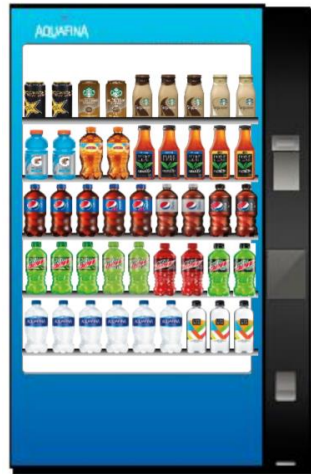
- *Commissions Paid Monthly. If the minimum \$50 is not met the money will be paid out next month.*
- *Commissions Paid from Cash and Credit Collected minus the sales tax and credit card fees.*



H 72" x W 32.5" x D 35"



H 72" or 79" x W 39.5" x D 35"



72" H x 47" W x 32" D

Narrow Stack	Standard Stack	Glass Front
<i>Pepsi</i>	<i>Pepsi</i>	<i>Carbonated Soft Drinks</i>
<i>Diet Pepsi</i>	<i>Diet Pepsi</i>	<i>Lipton Pure Leaf</i>
<i>Mountain Dew</i>	<i>Mountain Dew</i>	<i>Starbucks</i>
<i>Dr. Pepper</i>	<i>Diet Mountain Dew</i>	<i>Gatorade</i>
<i>Gatorade</i>	<i>Dr. Pepper</i>	<i>Propel</i>
<i>Aquafina</i>	<i>Sierra Mist</i>	<i>Dole Juice</i>
	<i>Gatorade</i>	<i>Energy Drinks</i>
	<i>Aquafina</i>	<i>Premium Purified Water</i>

Cashless Options

- Our vendors are equipped with cashless and touchless payment options

Consumer

- Cashless Payments offer speed, convenience, reliability
- Fits with Consumers "On-The-Go" Lifestyles
- Removes barriers to sales and provides consumers w/ alternatives to Cash

Category

- There are over 1.4 billion cards in circulation in the U.S.
- The average American has 4 credit cards
- Americans spend over 15 Trillion dollars annually with credit cards

All credit card fees will be deducted from commissions



Pepsi Equipment





THANK YOU!

