

MSSA 2012 Pepsi CDA Program

Length of Program: January 1, 2012 – December 31 2012

Carbonated Soft Drinks (CSDs):

- Provide 66% of Cold Vault CSD Space for Pepsi Brands
- Door's to be in first position as determined by Pepsi
- CSD 20oz "Innovation" shelf in Pepsi CSD space, promoting monthly specials at 2/\$2
- Provide a shelf for Mist, Crush & Mug 20oz "flavor station" at 2/\$2 in the Pepsi CSD space.

Non-Carbonated Beverages (Non-Carbs):

- 3-Door Sets = 13.5 Shelves, 56.8% of space
- 4-Door Sets = 17 Shelves, 60% of space
- 5-Door Sets = 20 Shelves, 61.6% of space

Shelves to be set according to Pepsi merchandising standards pursuant to a mutually agreed upon plan-o-gram.

Cooler and Cold Barrel Requirements:

- Maintain one Pepsi electric cooler within 6 feet of the primary register
- Maintain one Pepsi electric cooler or barrel within 12 feet of the register to merchandise monthly specials and promotions.
- Maintain one countertop electric cooler in the food service area.

Warm Take Home Displays:

- 12-Pack Display – 1st Position with 60% of total 12-pack space
- 2-Liter Display – 1st Position with 60% of total 2-Liter space
- Maintain a floor display or rack for Aquafina Take Home Packages

Feature Ad Activity:

- 40 Feature Ad Weeks (where Pepsi 12pks are at a better price than the competitor)
- 13 Holiday Weeks (where Pepsi 12pks are at a discounted holiday retail)



Rebates:

- Base Fund: **\$1.50 A case on all 20oz CSD** purchased during the term of the contract. This rebate will be paid via rebate check at the end of each quarter.
- 12PK discount: **\$1.40 a case discount on invoice for all CDA customers, net invoice cost \$8.05**
- Incremental pricing: Pepsi will offer MSSA customers reduced, on invoice pricing on 12pk cans a minimum of 8 weeks in 2012. Pepsi will publish a special, "MSSA only" promotion a minimum of once each quarter in the MSSA newsletter.
- Gatorade rebates available on a store by store basis based on number of shelves allocated to Gatorade, see your Pepsi TSM for details.

**For more information on this program please call the Association Offices at 651-487-1983 or
Curt "Willie" Hilgers from Pepsi at 952-895-1451**

To sign up immediately fax this completed form to 651-487-2447

MSSA Member # _____ Pepsi Customer Number (if known) _____

Business Name _____ Owners Name _____

Address: _____ City/State/Zip _____

Phone: _____ Fax: _____ Date: _____

Signature: _____ Date: _____