

MSSA 2023 Pepsi CDA Program

Length of Program: January 1, 2023-December 31, 2023

Carbonated Soft Drinks/Non-Carbonated (CSDs):

- Provide 66% of total Cold Vault CSD Space for Pepsi Brands.
- Door's to be in first position as determined by Pepsi.

Gatorade/ Bang Beverages (Non-Carbs):

Provide 60% Non Carb Space.
Shelves to be set according to Pepsi yearly 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 countertop electric cooler in the food service area
- Pepsi non-carb coolers subject to a yearly payment to MSSA member: \$350 standard size, \$200 countertop size
 - Payments made at the end of the year

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
- Maintain a floor display or rack for Gatorade single serve

Feature Ad Activity:

- 52 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**
- Incremental pricing: Pepsi will offer MSSA customers reduced, on invoice pricing on 12pk cans a minimum of 8 weeks in 2023.
- Gatorade rebates available on a store by store basis
 - Rebate based on number of shelves allocated to Gatorade, see your Pepsi PSR for details.
- Pepsi “Chilled Products” (Naked, Tropicana, Kavita, & Sabra) to be distributed by your Pepsi truck
 - Pricing based on number of shelves allocated to “Chilled Products”, see your Pepsi PSR for details

**For more information on this program please call the Association Office at 651-487-1983 or
Jim Haugen from Pepsi at 612-406-0873 Cell**

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: _____

Signature: _____ Date: _____