



PEPSICO

FOODSERVICE



The Promise of PepsiCo Foodservice



At PepsiCo Foodservice we're committed to delivering Sustainable Growth through Insights, Innovation, and a Strategic Partnership



What We Will Deliver

Insights



Innovation



TACO BELL
ON THE INSIDE.
Doritos
ON THE OUTSIDE.



Partnership



World-Class Brands



22 Brands Have Annual Sales of \$1 Billion+












- 1. 7-Up available in International Markets only
- 2. Sierra Mist available in US only



9 of Top 35 Trademarks Belong to PepsiCo



Leading US Consumer Trademarks

1.	\$10.1 B	13.	\$1.8 B	25.	\$1.3 B
2.	\$6.3 B	14.	\$1.7 B	26.	 \$1.3 B
3.	 \$4.1 B	15.	\$1.6 B	27.	\$1.3 B
4.	 \$3.3 B	16.	\$1.6 B	28.	\$1.3 B
5.	 \$3.1 B	17.	\$1.6 B	29.	\$1.3 B
6.	\$3.0 B	18.	\$1.5 B	30.	\$1.3 B
7.	\$2.6 B	19.	 \$1.4 B	31.	 \$1.3 B
8.	\$2.5 B	20.	\$1.4 B	32.	 \$1.3 B
9.	\$2.3 B	21.	 \$1.4 B	33.	\$1.2 B
10.	 \$2.2 B	22.	\$1.3 B	34.	\$1.2 B
11.	\$2.1 B	23.	\$1.3 B	35.	\$1.2 B
12.	\$2.0 B	24.	\$1.3 B		

1. Source: IRI FDMxC and GDMxC 52 weeks ending 10/30/2013; excludes cigarettes and Danone and Kraft (not trademarks)



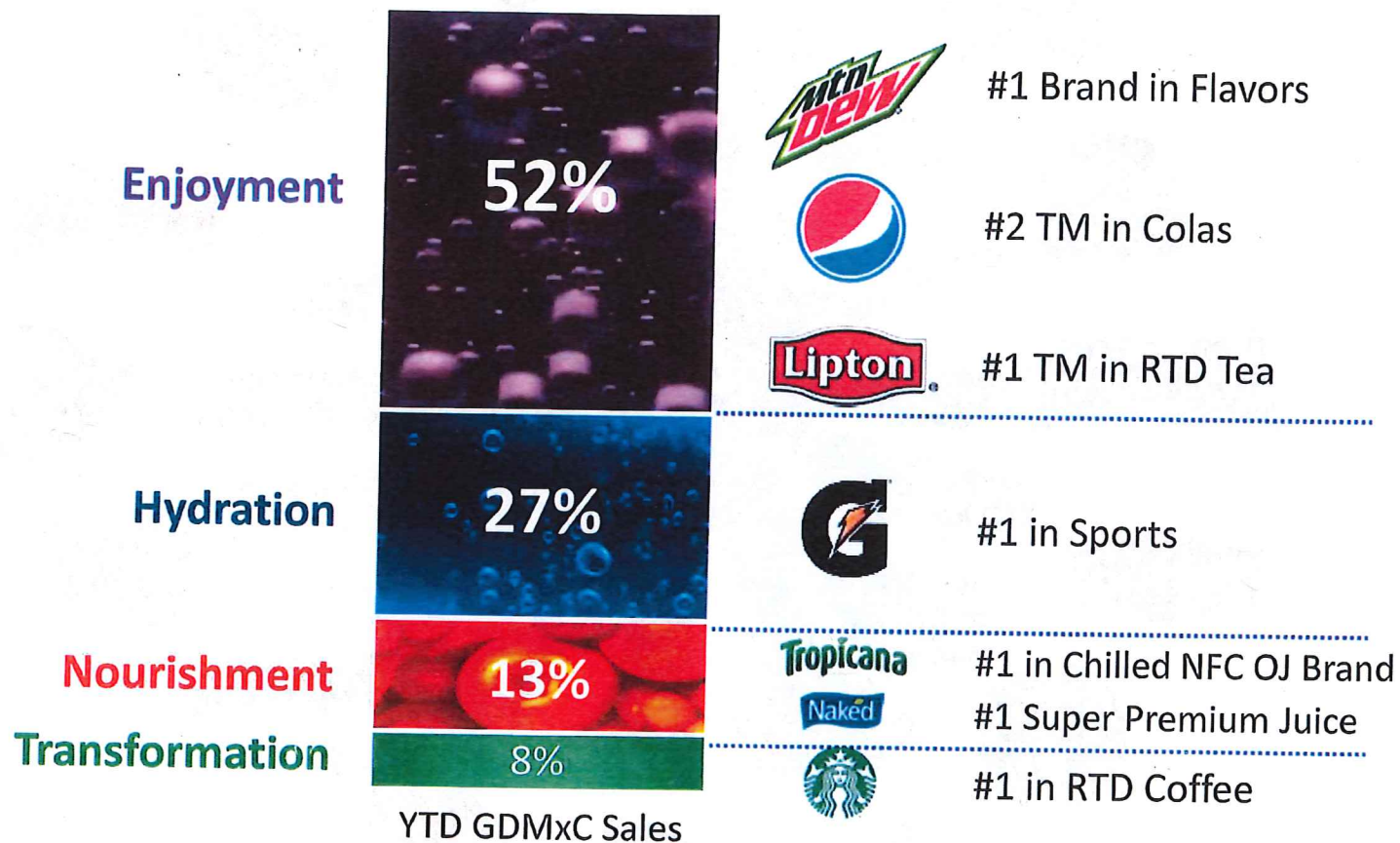
#1 Brands in A Breadth of Categories



Our Balanced Portfolio Helps to Drive Growth Across All Need States



PepsiCo North America Beverages



1. Source: Company data, IRI YTD 2011 through 11.27.13 GDMxC
 2. Lipton includes Foodservice and unmeasured retail channel



PepsiCo Products Are in Every American Pantry



Total Frito-Lay
HH Pen Salty Snacks

94%

Total PepsiCo
HH Pen LRB

92%



Source: IRI reported 52 Weeks Rolling; July 10, 2013 HH penetration Multi-outlets

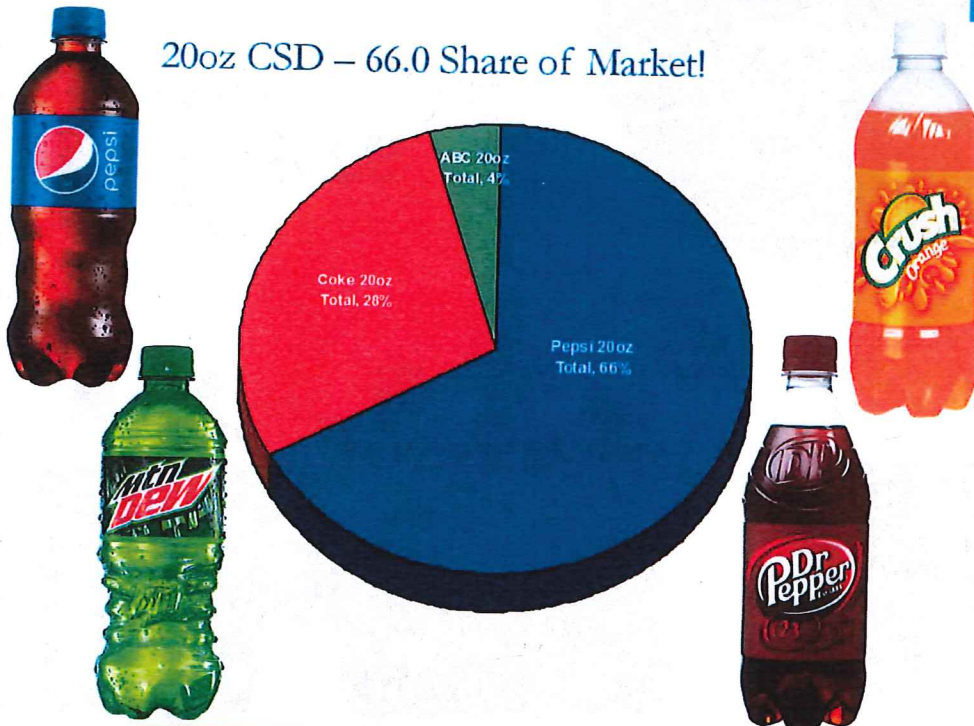


Twin Cities Beverage Category Share



Carbonated Soft Drinks
Twin Cities Market Share in
Convenience & Gas Stores

20oz CSD – 66.0 Share of Market!



Pepsi has the brands!!

Powerful CSD Trademarks



Category	Share	Share
Carbonated Soft Drink	66.0%	28.0%
Water	38.3%	13.2%
Sports Drinks	57.1%	42.9%
Juices & Juice Drinks	38.3%	23.0%
RTD Tea	56.6%	8.9%
RTD Coffee	79.0%	0.0%
Energy	28.7%	13.0%
Enhanced Water	41.2%	53.8%



CSD Single Serve Share



Top 20, 20-Oz Brands Sold In C&G Stores

No. 1!

Pepsi 20 Oz Share	
Flavor	Share
Mtn Dew R	21.9
Mtn Dew Dt	9.1
Pepsi R	4.4
Pepsi Dt	3.9
Dr Pepper R	3.6
Dr Pepper Dt	2.4
Mtn Dew Throwback	1.5
Mtn Dew Code Red R	1.5
Mt Dew Voltage	1.4
Pepsi Wild Cherry R	1.3
Mtn Dew White Out	1.3
Crush Orange	1.2
Mtn Dew Live Wire	1.1
Pepsi Total	54.6

Coke 20 Oz Share	
Flavor	Share
Coke Dt	6.7
Coke R	5.9
Mello Yello R	2.2
Sprite R	1.9
Coke Cherry R	1.6
Coke Zero Cherry	1.0
Coke Total	19.3

ABC 20 Oz Share	
Flavor	Share
Sunkist Orange R	1.2
ABC Total	1.2



Our Beverage Brands



Pepsi's Fountain Portfolio Today



Soft Drink Portfolio

Powerful brand trademarks dominate our carbonated soft drink portfolio

  <ul style="list-style-type: none"> • Preferred 2:1 vs. Coke in taste tests • Youthful, spirited, alive brand imagery 	  <ul style="list-style-type: none"> • More Cola Taste than Diet Coke • Fastest growing diet portfolio 	 <ul style="list-style-type: none"> • NO Competitive Equal  <ul style="list-style-type: none"> • #1 Brand in Convenience & Gas (freedom of choice channel) • Broad and fiercely loyal consumer base 	  <ul style="list-style-type: none"> • Fastest growing lemon-lime • Multicultural positioning with general market appeal
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Our Allied Brands Complement the PepsiCo CSD Portfolio



Crush

- Iconic brand with a rich history spanning 95 years.
- #2 ranked Orange CSD brand.¹
- Wide appeal with strong Hispanic (121 index) and African American skew (184 index)²



Dr. Pepper

- The oldest U.S. soft drink, with a history going back over 125 years
- #1 ranked Pepper CSD brand, making up over 90% of the retail Pepper category¹
- Consistently among the top 10 CSD brands nationally¹



Schweppes




- Rich brand history dating back to 1783
- #2 ranked Ginger Ale brand.¹
- Strong appeal among African American consumers (169 index)²



Non-Carbonated Beverage Portfolio



Pepsi Brands Dominate Non-Carbonated Beverage Categories

Lipton	AMP Energy	Starbucks	Rockstar	Ocean Spray Juices
<p>#1</p> 		<p>#1</p> 		<p>#1</p> 
<ul style="list-style-type: none"> • Most powerful trademark in tea category • Brewed from real tea leaves, rich in antioxidants 	<ul style="list-style-type: none"> • Exploding category • Amp leverages powerful Mtn Dew trademark • Significant investment in 2008 	<ul style="list-style-type: none"> • Starbucks invented the RTD coffee category • Innovation & line extensions keep it #1 	<ul style="list-style-type: none"> • Powerful energy lineup including Sugar-Free & Zero Carb, "Juiced" Line with 50% Fruit Juice and Coffee. 	<ul style="list-style-type: none"> • Ocean Spray, #1 brand in cranberry juice



Hydration Innovation



Pepsi's Hydration Portfolio is unparalleled

Aquafina / Flavor Splash / Sparkling



#1

- #1 Bottled Water Brand Nationally
- Everyone, anytime
- Hydration



SoBe / SoBe Life Water



- Vitamin and herb enhanced water
- Healthy image seekers
- Healthy low calorie refreshment

Propel



- Low calorie fortified fit water
- Fit and active people, during workouts
- Hydration and nourishment

Gatorade



- Sports drink on the field
- Athletes
- Advanced hydration and carbohydrate energy for performance

#1

G2



- Low calorie electrolyte beverage off the field
- Athletes
- Advanced hydration



Our Snack Brands



Frito-Lay National Core 12 + Kettle Chips



Lay's
Classic



Lay's
BBQ



Lay's
Sour Cream
& Onion



Ruffles
Original



Ruffles
Cheddar
Sour Cream



Sun Chips
Harvest Cheddar



Baked
Lay's



Baked
Lay's BBQ



Doritos
Nacho



Doritos
Cool Ranch



Cheetos



Fritos



Premium Snack Brands



**SIMPLE
TASTES
FROM**

Simple 
TRADITION

Mrs. Vickie's **Smokehouse BBQ** *Mrs. Vickie's* **Sea Salt & Vinegar** *Mrs. Vickie's* **Original Recipe Sea Salt** *Mrs. Vickie's* **Jalapeno**

RETAIL COOKED POTATO CHIPS

— IT TAKES ALMOST —
14 HOURS
TO BAKE OUR
PITA CHIPS
— AND ONLY —
1 BITE
TO UNDERSTAND WHY

— Visit stacysnacks.com for recipes. —

Stacy's **Pita Chips** *Stacy's* **Pita Chips** *Stacy's* **Pita Chips**


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Premium Snack Brands



Quaker Real Medley Bars



REAL MEDLEYS™ MULTIGRAIN FRUIT AND NUT BARS
A DELICIOUS, WHOLESOME SNACK
ANYTIME, ANYWHERE



8 Grams of Whole Grain	Real Fruit Chunks and Nut Inclusion	Unique Flavor Combinations
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Sabra Hummus



Adventure Awaits

SABRA HUMMUS
Made With
Authentic Ingredients

**BRING THE FLAVORS OF THE
WORLD TO YOUR CUSTOMERS**

Authentic Recipe

Sabra hummus starts with high-quality cooked and pureed chickpeas. We add tahini and a blend of Mediterranean spices to create the perfect hummus that is smooth, creamy and full of flavor.

A Natural Source Of...

- Protein, Fiber, Iron
- Zero gram trans fat
- Zero cholesterol
- Kosher Pareve



www.sabra.com

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IZZE; The Product

Healthy refreshment with an authentic, natural flavor



- Upscale, healthy beverage alternative
- A hybrid between two strong beverage categories:
 - Water + Juice
- 100% natural juice and sparkling water
 - No HFCS or refined sugars
 - No Caffeine
 - No Preservatives
- Available in 5 Flavors

Blackberry	Peach
Clementine	Pomegranate
Grapefruit	
- Available in 24, 12 oz. glass bottles



Naked Juice



Flavors:

- ✓ Pomegranate Blueberry
- ✓ Green Machine
- ✓ Mighty Mango
- ✓ Red Machine
- ✓ Berry Blast
- ✓ Orange Mango Motion
- ✓ Power - C
- ✓ Blue Machine



- ✓ All of our Juices and Smoothies are 100% Juice*
- ✓ We never add any type of sugar, cane juice or other types of sweeteners.
- ✓ Water is never substituted for juice content ensuring the highest quality and nutritionally dense products.
- ✓ Concentrates are never used unless a non-concentrated juice or puree is not available. The only Naked Juice product that contains a concentrate today is Pomegranate since it is the only format it is available in today.
- ✓ Our products are flash pasteurized to ensure the highest quality product while ensuring consumer safety.

Questions or Samples? Contact: Jonathan Galarneau / PepsiCo / (608)239-8493 / jonathan.galarneau@pepsico.com



2 Equipment and Service



Equipment



Equipment is loaned at no cost to you!



Equipment

Equipment is loaned at no cost to you!



Equipment Service



Pepsi's "Gold Standard" Service



- 4 hours or less targeted response time
- Toll-Free Centralized Service; 1-800-883-3508
- Dispatch 24 hour, 7 days a week
- Equipment provided at no charge
- Repair and Maintenance services provided at no charge (labor only): 2 service calls

Certified Service Technicians from Local Pepsi Bottler

- Radio-dispatched Pepsi employees trained to maintain your equipment thereby shortening downtime.

We are better positioned to consistently provide the Quality service you expect.



3 PepsiCo Partnership



We Partner with Leaders Across All Channels



Restaurants



Workplace



Recreation & Retail



Serving Pepsi



Our Partnership Drives Growth For Our Customers

Increase in beverage servings in the 1st year after the switch



+23%



+5.3%



+4.1%



+2.7%



+1.1%



+0.6%



Switched
after
33 years



Switched
after
27 years



Switched
after
92 years



Pepsi Has Numerous, Exciting Partnerships



Mystic Lake Casino

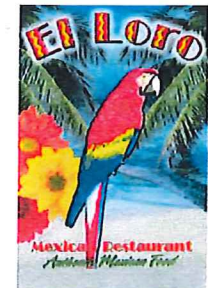
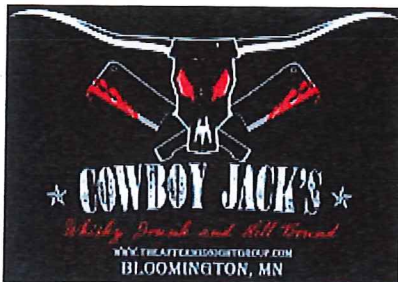
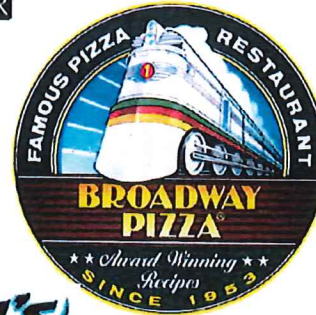


AUGSBURG COLLEGE



BUFFALO WILD WINGS
WINGS. BEER. SPORTS.

The Tavern Grill



4 Proposal



Partnership Proposal



- **Pricing/Pricing rebates**

- **\$2.00/case annual rebate on all Bottle and Can cases** purchased directly from Pepsi Beverages Co.*

*(See attached pricing detail).

- **Patio Umbrellas**

- 4-5 patio umbrellas: Pepsi, Mountain Dew, Dr. Pepper (does not include the base)

- **Annual Product Sponsorship**

- 50 cases of 12oz soda cans or 16.9oz Aquafina water
- 1 case of 16oz Pepsi cups

- **Grand Opening Support**

- Two (2) five-gallon BIBs to support Grand Opening



