



**Purchasing
Department**

660.562.1177 office
660.562.1422 fax

September 6, 2013

Kirk Schnurbusch
Coca-Cola Refreshments
9000 Marshall Drive
Lenexa, KS 66215

RE: B201411, Pouring Rights Beverage Contract

Dear Mr. Schnurbusch;

Please find enclosed the signed contract (RFP) for 10% Market Share, with the attached amenities/opportunities.

Equipment provided to Northwest as part of the contract includes but are not limited to:

- 1 six head on counter soda dispenser
- 1 eight head on counter soda dispensers

Sincerely;

Angie Wolters
Senior Buyer
Tele: (660) 562-1178
Fax: (660) 562-1422

Encl.: one

AMENDMENT NO. 3

NORTHWEST MISSOURI STATE UNIVERSITY REQUEST FOR PROPOSAL

RFP NUMBER: B201411
RFP DATE: JUNE 28, 2013
BUYER: ANGIE WOLTERS
PHONE: (660) 562-1178
FAX: (660) 562-1422

RETURN PROPOSAL NO LATER THAN
*OPENING DATE: JULY 15 26, 2013
OPENING TIME: 2:00 PM
*PRE-BID DATE/TIME: JULY 8 18, 2013 10:00 AM CST
* - **ASTERISK INDICATE CHANGE(S)**

MAIL PROPOSAL TO
NORTHWEST MISSOURI STATE UNIVERSITY
PURCHASING DEPARTMENT
800 UNIVERSITY DRIVE
MARYVILLE, MO 64468

SPECIAL DELIVERY TO:
NORTHWEST MISSOURI STATE UNIVERSITY
PURCHASING DEPARTMENT
SUPPORT SERVICE BLDG.
800 UNIVERSITY DRIVE
WEST 9TH STREET
MARYVILLE MO 64468

Title: POURING RIGHTS BEVERAGE CONTRACT
Contract Period: AUGUST 2, 2013 THROUGH JULY 31, 2016
WITH ONE (1) THREE YEAR OPTIONAL RENEWAL
MUST BE SIGNED TO BE VALID

THE OFFEROR HEREBY AGREES TO FURNISH ITEMS AND/OR SERVICES, AT THE PRICES QUOTED, PURSUANT TO THE REQUIREMENTS AND SPECIFICATIONS CONTAINED IN THIS DOCUMENT. WHEN THIS DOCUMENT IS COUNTERSIGNED BY THE PURCHASING DEPARTMENT, IT BECOMES A BINDING CONTRACT IN WHICH THE LANGUAGE OF THIS DOCUMENT SHALL GOVERN IN THE EVENT OF A CONFLICT. A PURCHASE ORDER WILL BE ISSUED, BY NORTHWEST MISSOURI STATE UNIVERSITY, AS A RELEASE AGAINST THIS CONTRACT.

AUTHORIZED SIGNATURE

Kirk Schnurbusch
PRINTED NAME

Coca-Cola Refreshments
COMPANY NAME

9000 Marshall Drive
MAILING ADDRESS

Lenexa
CITY

(913)492-8100
PHONE (INCLUDED AREA CODE)

58-0503352
FED TAX ID #

DATE

Director On Premise
TITLE

No
MINORITY VENDOR (YES OR NO)

KS 66215
STATE ZIP

(913)495-5464
FAX (INCLUDES AREA CODE)

SOCIAL SECURITY NUMBER

NOTICE OF AWARD: (NORTHWEST MISSOURI STATE UNIVERSITY USE ONLY)

CONTRACT NO: UC201411-2

BUYER

DATE

VICE PRESIDENT OF FINANCE

DATE

DATE OF AWARD:

DIRECTOR

DATE

VICE PRESIDENT OF STUDENT AFFAIRS

DATE

Coca-Cola and Northwest Missouri State University

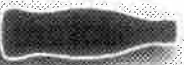
Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 10% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.05	18.5 oz PET - Gold Peak	\$.00
20 oz PET - MIM Refreshment	\$.05	16 oz Can - NOS	\$.05
20 oz PET - Dasani	\$.05	16 oz Can - Full Throttle	\$.05
20 oz PET - Dasani Flavors	\$.05	16 oz PET - V8 Splash	\$.00
20 oz PET - Smartwater	\$.05	12 oz PET - V8 and V8 Fusion	\$.00
20 oz PET - Powerade	\$.05	14 oz PET Zico	\$.00
20 oz PET - Vitaminwater	\$.05	1 Liter PET - Smartwater	\$.00
20 oz PET - FUZE	\$.05	16.9 oz PET - Honest Tea	\$.00
12 oz Can - KO CSD & NCB	\$.00		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A and A1, Price Sheet

Bottle & Can Pricing – 40% to 10% Market Share*

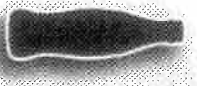
Product	Units	Unit Price	On-Invoice Cost
20 oz PET - KO CSD	24	\$0.86	\$20.74
20 oz PET - MM Refreshment	24	\$0.86	\$20.74
20 oz PET - Dasani	24	\$0.48	\$11.46
20 oz PET - Dasani Flavors	24	\$0.48	\$11.46
20 oz PET - Powerade	24	\$0.86	\$20.74
20 oz PET - Smartwater	24	\$0.88	\$21.17
20 oz PET - Vitaminwater	24	\$1.07	\$25.70
500 ml - Gold Peak	12	\$1.03	\$12.31
12 oz PET - V8 and V8 Fusion	12	\$1.06	\$12.74
32 oz PET - Powerade	15	\$0.98	\$14.69
2 Liter PET - KO CSD	8	\$1.35	\$10.80
1 Liter PET - KO CSD	12	\$1.43	\$17.10
355 ml - Mexican Coke	24	\$0.95	\$22.68
7.5 oz Can - KO CSD	24	\$0.38	\$9.07
23 oz Can - Peace Tea	12	\$0.65	\$7.81
12 oz PET - MM Enhanced	24	\$0.53	\$12.74
16.9oz PET Fruitwater	12	\$0.86	\$10.32
1 Liter PET - Evian	12	\$1.51	\$18.14

Product	Units	Unit Price	On-Invoice Cost
Energy Shot	12	\$1.50	\$18.00
750 ml - Smartwater	24	\$0.98	\$23.54
8.5 oz Aluminum Bottle - CSD	24	\$0.74	\$17.71
12 oz Can - KO CSD & NCB	24	\$0.36	\$8.64
16 oz PET - V8 Splash	12	\$0.86	\$10.37
1 Liter PET - Dasani	12	\$1.01	\$12.10
16 oz Can - Full Throttle Brands	24	\$1.28	\$30.60
16 oz Can - NOS	24	\$1.28	\$30.60
14 oz PET - Zico	12	\$1.42	\$17.04
1 Liter PET - Smartwater	12	\$1.28	\$15.30
15.2 oz (450 ml) PET - MMJTG	24	\$1.03	\$24.76
16.9 oz PET - Honest Tea	12	\$1.17	\$14.04
10 oz PET - MMJTG	24	\$0.63	\$15.12
12 oz PET - Powerade	24	\$0.50	\$11.88
500 ml - Dasani	24	\$0.41	\$9.94
12 oz PET - Dasani	24	\$0.41	\$9.94
11.5oz PET Core Power	12	\$2.03	\$24.30
Dasani Drops	6	\$2.69	\$16.14

*All Northwest & Aramark outlets will pay the above pricing

•The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

* All products will be subject to a 5% annual increase applied at the anniversary date of the agreement



**Coca-Cola and Northwest Missouri State University
Exhibit A, Price Sheet**

CO2, Cups & Lid Pricing – 40% - 10% Market Share*

Product	Units	Unit Price	On-Invoice Cost
CO2 20lbs	1	\$23.00	\$23.00
12/16/21z Lid/cs	2,000	\$0.02	\$42.00
16z Cup	1,000	\$0.06	\$56.65
24z Cup Paper	1,000	\$0.07	\$68.00
32z Cup Paper	480	\$0.11	\$53.65
32z Lid Paper	960	\$0.04	\$42.00

• All Northwest outlets & Aramark will pay the above pricing

• The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

* All products will be subject to a 5% annual increase applied at the anniversary date of the agreement

AMENDMENT NO. 2

NORTHWEST MISSOURI STATE UNIVERSITY REQUEST FOR PROPOSAL

RFP NUMBER: B201411
RFP DATE: JUNE 28, 2013
BUYER: ANGIE WOLTERS
PHONE: (660) 562-1178
FAX: (660) 562-1422

RETURN PROPOSAL NO LATER THAN
*OPENING DATE: JULY 15 26, 2013
OPENING TIME: 2:00 PM
*PRE-BID DATE/TIME: JULY 8 18, 2013 10:00 AM CST
* - **ASTERISK INDICATE CHANGE(S)**

MAIL PROPOSAL TO
NORTHWEST MISSOURI STATE UNIVERSITY
PURCHASING DEPARTMENT
800 UNIVERSITY DRIVE
MARYVILLE, MO 64468

SPECIAL DELIVERY TO:
NORTHWEST MISSOURI STATE UNIVERSITY
PURCHASING DEPARTMENT
SUPPORT SERVICE BLDG.
800 UNIVERSITY DRIVE
WEST 9TH STREET
MARYVILLE MO 64468

Title: POURING RIGHTS BEVERAGE CONTRACT
Contract Period: AUGUST 2, 2013 THROUGH JULY 31, 2016
WITH ONE (1) THREE YEAR OPTIONAL RENEWAL

MUST BE SIGNED TO BE VALID

THE OFFEROR HEREBY AGREES TO FURNISH ITEMS AND/OR SERVICES, AT THE PRICES QUOTED, PURSUANT TO THE REQUIREMENTS AND SPECIFICATIONS CONTAINED IN THIS DOCUMENT. WHEN THIS DOCUMENT IS COUNTERSIGNED BY THE PURCHASING DEPARTMENT, IT BECOMES A BINDING CONTRACT IN WHICH THE LANGUAGE OF THIS DOCUMENT SHALL GOVERN IN THE EVENT OF A CONFLICT. A PURCHASE ORDER WILL BE ISSUED, BY NORTHWEST MISSOURI STATE UNIVERSITY, AS A RELEASE AGAINST THIS CONTRACT.

Jennifer Wright
AUTHORIZED SIGNATURE

7/26/13
DATE

Jennifer Wright
PRINTED NAME

FSOP Area Sales Manager
TITLE

Coca-Cola Refreshments
COMPANY NAME

No
MINORITY VENDOR (YES OR NO)

9000 Marshall Drive
MAILING ADDRESS

Lenexa,
CITY

KS 66215
STATE ZIP

913-492-8100
PHONE (INCLUDED AREA CODE)

913-495-5464
FAX (INCLUDES AREA CODE)

58-0503352
FED TAX ID #

SOCIAL SECURITY NUMBER

NOTICE OF AWARD: (NORTHWEST MISSOURI STATE UNIVERSITY USE ONLY)

CONTRACT NO: _____

DATE OF AWARD: _____

BUYER _____

DIRECTOR _____

DATE _____

DATE _____

VICE PRESIDENT OF FINANCE _____

VICE PRESIDENT OF STUDENT AFFAIRS _____

DATE _____

DATE _____

Coca-Cola

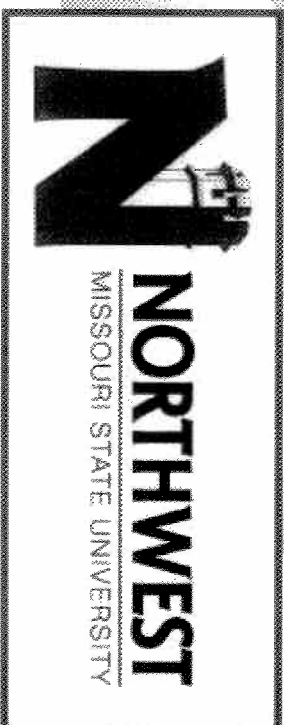
Refreshments

Midwest Region



Request for Proposal
Pouring Rights Beverage Contract
RFP Number: B201411
Northwest Missouri State University

July 26, 2013



***Coca-Cola and Northwest Missouri State University
RFP Response***

The Final agreement between the parties shall be subject to the reasonable negotiations and amendments of each of the parties.

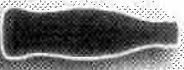


Table of Contents

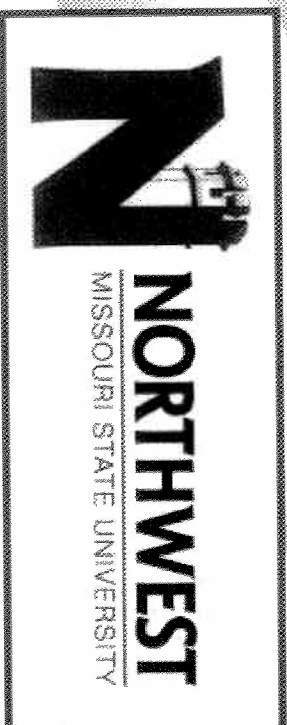
Objectives & Strategic Goals	4
Coca-Cola's LIVE POSITIVELY™ Philosophy	8
Exhibit A & A1, Price Sheet & Additional Product Offerings	17
Exhibit A2, Percentage Market Share & Opportunities / Amenities	25
Exhibit B, Renewal	50
Exhibit C, Participation Commitment	52
Exhibit D, Offeror's Qualifications	55
Exhibit E, Offeror's References	60
Exhibit F, Expertise of Personal	62
Exhibit G, Service & Support	69
Exhibit H, Equipment	74
Exhibit I, Products Proposed	82
Exhibit J, Marketing	88
Exhibit K, Exceptions to RFP	102
Exhibit L, Bag in Box Pricing	107



Coca-Cola Refreshments
Midwest Region



Objectives and Strategic Goals



Coca-Cola and Northwest Missouri State University RFP Response

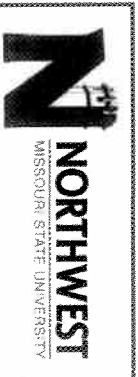
Request for Proposal Overview

It is our understanding that the primary objective of this proposal is to provide a nationally branded beverage program for Northwest Missouri State University to begin August 2nd, 2013 which will remain in effect for a period of three (3) years with an extension option of three (3) additional years. The objective of this program is to:

- Maximize revenues and other benefits for Northwest
- Control costs for Northwest, its faculty, staff, students, fans and visitors
- Provide exceptional service and support to Northwest and its numerous constituencies, while operating in an environmentally sustainable manner.

Coca-Cola Refreshments is proud to offer this business partnership proposal and is eager to help Northwest Missouri State University achieve its goals.

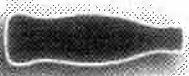
Shared Goals



- ✓ Provide quality beverage services for students, visitors and employees
- ✓ Increase revenue for Northwest and its programs
- ✓ Establish structure, efficiency and continuity to the beverage and pouring operations at Northwest facilities
- ✓ Seek partners committed to education
- ✓ Enhance the student educational experience by providing students with a comprehensive beverage portfolio and the highest quality services, programs and opportunities
- ✓ Support Sustainability



- ✓ Build brand preference with a targeted consumer group (18-24 yr olds)
- ✓ Grow volume and per capita consumption on campus
- ✓ Seek partners committed to growing business with their vendor partners
- ✓ Seek partners committed to education
- ✓ Seek partners committed to diversity development
- ✓ Lead in Sustainability
- ✓ Support Wellness and Active Lifestyles



Objectives

1 Utilize the power of the Coca-Cola's brand portfolio and consumer insights to increase profitability and overall beverage experience for Northwest Missouri State University.

2 Leverage Coca-Cola's marketing expertise, community engagement and educational development opportunities to create an emotional connection with your students' passion points.

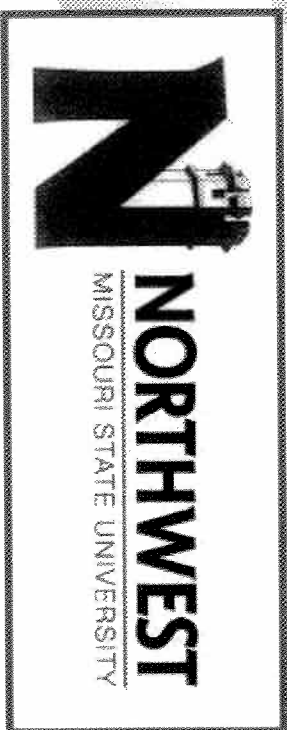
3 EXECUTE these strategies through dedicated resources for Northwest Missouri State University.



Coca-Cola Refreshments
Midwest Region



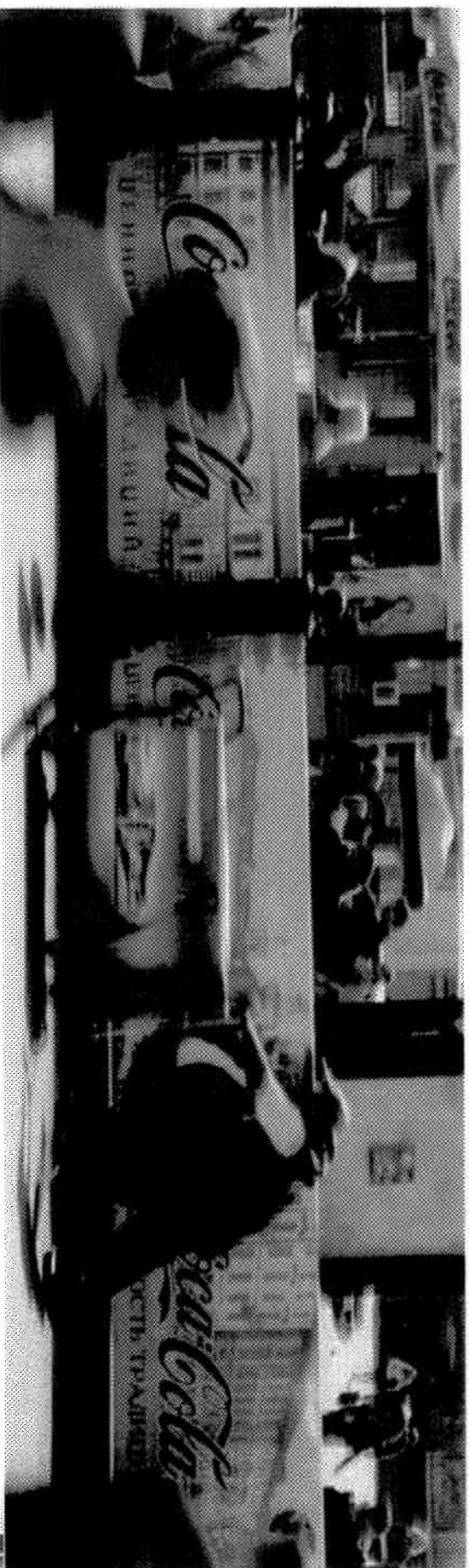
Coca-Cola's **LIVE**
POSITIVELY™ Philosophy



Our Mission

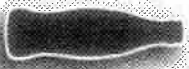
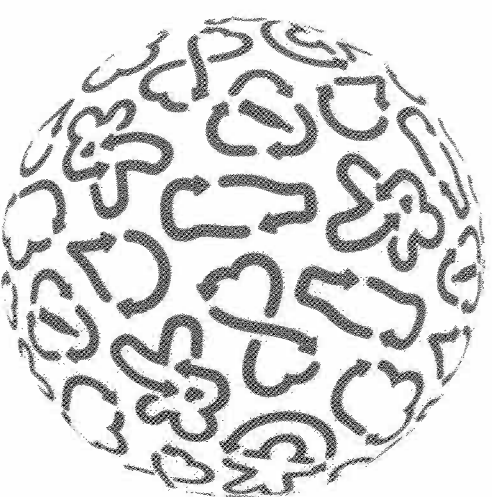


At The Coca-Cola Company, we strive to refresh the world,
inspire optimism and happiness,
create value and make a difference.



Our Company

- For 125 years, Coca-Cola has built a legacy that extends well beyond the iconic products we sell
- We focus on delivering a superior product and customer service
- Live Positively™ is our commitment to making a positive difference in the world
- We consider sustainability a part of everything we do



Live Positively



Beverage Benefits
Strive to offer beverages for every lifestyle and occasion while providing quality that consumers trust.

Active Healthy Living
Support active healthy lives through product variety, nutrition education and physical activity programs.

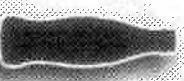
Community
Foster sustainable communities through economic development, philanthropy and the creation of economic and social opportunities.

Energy Efficiency and Climate Protection
Aim to be the beverage industry leader in energy efficiency and climate protection.

Sustainable Packaging
Aspire to make our packaging a valuable resource for future use.

Water Stewardship
Work to safely return to nature and communities an amount of water equivalent to what we use in our beverages and their production.

Workplace
Create diverse, healthy and safe work environments aligned with internationally respected human rights principles.



Commitment to Health



- **The Coca-Cola Company cares about the health and well-being of its consumers.**
- **We create affordable products with safe, quality ingredients and fact-based ingredient and nutrition information to suit a range of lifestyles, life stages and occasions.**
- **Our products provide people with refreshment, enjoyment, nutrition and hydration.**
- **Our range of full-, reduced-, low- and no-calorie products, and portion sizes, enables consumers to choose products that meet individual energy and nutritional needs.**



NORTHWEST
MISSOURI STATE UNIVERSITY™



Active Healthy Living



- We continue to educate consumers through our partnerships.
- We provide support for active, HEALTHY, living.
- We have changed the products made available in schools.
- We have made it easier to find calorie information.

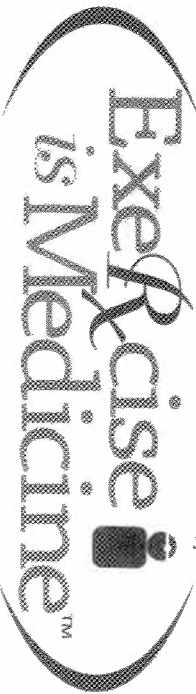
**HEALTHY
WEIGHT
COMMITMENT**
FOUNDATION



**AMERICAN COLLEGE
OF SPORTS MEDICINE**
WWW.ACSM.ORG

america is your park

Your Prescription for Health



Exercise is Medicine.ORG



The Coca-Cola Company
The Beverage Institute For Youth & Wellness

HOME ABOUT US CONTACT US PARTNERSHIP OPPORTUNITIES MEDIA CENTER

EXERCISE IS MEDICINE
UNDERSTANDING THE EVIDENCE



Latest Health News

AMERICAN COLLEGE OF SPORTS MEDICINE
1201 L STREET, N.W., WASHINGTON, D.C. 20004
202-336-6200
WWW.ACSM.ORG



Closer Look

Webinars



Webinars

Download



What Experts Say

The Coca-Cola Company News

The Coca-Cola System Declares on its Commitment to Schools across the U.S.
Expanding Water Availability in China
Sustainable Agriculture
Global Partners Launching Policy
Advertising and Marketing is Critical Policy

Sustainable Packaging



We aim to:

- Source 25 percent of our PET from recycled or renewable material by 2015
- Recover the equivalent of 100 percent of the containers we produce by 2020
- Achieve 100 percent landfill diversion from our facilities by 2020
- Improve packaging material efficiency per liter of product by 7 percent by 2020



PlantBottle® Packaging

- DASANI PlantBottle made from up to 30 percent plant-based materials nationwide
- Odwalla PlantBottle made from up to 100 percent plant-based materials
- 100 percent recyclable
- Reduces potential carbon emissions compared to traditional, petroleum-based PET plastic
- We aim to use PlantBottle packaging in every bottle we sell by 2020

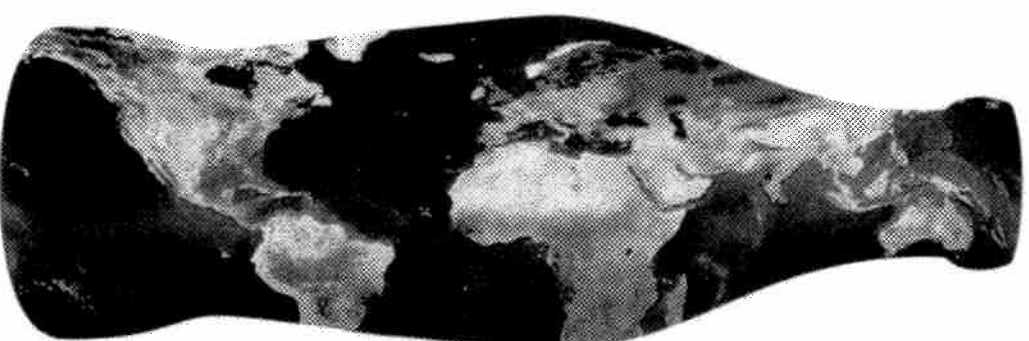


Energy Efficiency and Climate Protection



Our goal is to reduce carbon emissions from our total operations by 15 percent by 2020. We are working to:

- Improve the environmental performance of our refrigeration equipment
- Reduce fleet and transportation emissions
- Increase energy efficiency in our manufacturing facilities and reduce emissions



Coca-Cola Refreshments

Midwest Region

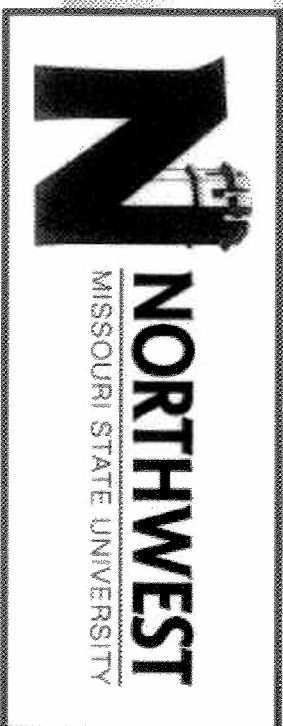


Request For Proposal – B201411

**Request for Proposals
Pouring Rights Beverage Contract
Northwest Missouri State University**

Exhibit A and A1

**Price Sheet and Price Sheet of Additional Product Offerings
July 26, 2013**



Coca-Cola and Northwest Missouri State University Exhibit A and A1, Price Sheet

Bottle & Can Pricing -- 100% Market Share*

Product	Units	Unit Price	On-Invoice Cost
20 oz PET - KO CSD	24	\$0.86	\$20.74
20 oz PET - MM Refreshment	24	\$0.86	\$20.74
20 oz PET - Dasani	24	\$0.48	\$11.46
20 oz PET - Dasani Flavors	24	\$0.48	\$11.46
20 oz PET - Powerade	24	\$0.86	\$20.74
20 oz PET - Smartwater	24	\$0.88	\$21.17
20 oz PET - Vitaminwater	24	\$1.07	\$25.70
500 ml - Gold Peak	12	\$1.03	\$12.31
12 oz PET - V8 and V8 Fusion	12	\$1.06	\$12.74
32 oz PET - Powerade	15	\$0.98	\$14.69
2 Liter PET - KO CSD	8	\$1.35	\$10.80
1 Liter PET - KO CSD	12	\$1.43	\$17.10
355 ml - Mexican Coke	24	\$0.95	\$22.68
7.5 oz Can - KO CSD	24	\$0.38	\$9.07
23 oz Can - Peace Tea	12	\$0.65	\$7.81
12 oz PET - MM Enhanced	24	\$0.53	\$12.74
16.9oz PET Fruitwater	12	\$0.86	\$10.32
1 Liter PET - Ewan	12	\$1.51	\$18.14

Product	Units	Unit Price	On-Invoice Cost
Energy Shot	12	\$1.50	\$18.00
750 ml - Smartwater	24	\$0.98	\$23.54
8.5 oz Aluminum Bottle - CSD	24	\$0.74	\$17.71
12 oz Can - KO CSD & NCB	24	\$0.36	\$8.64
16 oz PET - V8 Splash	12	\$0.86	\$10.37
1 Liter PET - Dasani	12	\$1.01	\$12.10
16 oz Can - Full Throttle Brands	24	\$1.28	\$30.60
16 oz Can - NOS	24	\$1.28	\$30.60
14 oz PET - Zico	12	\$1.42	\$17.04
1 Liter PET - Smartwater	12	\$1.28	\$15.30
15.2 oz (450 ml) PET - MMJTG	24	\$1.03	\$24.76
16.9 oz PET - Honest Tea	12	\$1.17	\$14.04
10 oz PET - MMJTG	24	\$0.63	\$15.12
12 oz PET - Powerade	24	\$0.50	\$11.88
500 ml - Dasani	24	\$0.41	\$9.94
12 oz PET - Dasani	24	\$0.41	\$9.94
11.5oz PET Core Power	12	\$2.03	\$24.30
Dasani Drops	6	\$2.69	\$16.14

*All Northwest & Aramark outlets will pay the above pricing

•The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

*All products will be subject to a 3.5% annual increase applied at the anniversary date of the agreement



Coca-Cola and Northwest Missouri State University Exhibit A, Price Sheet

CO2, Cups & Lid Pricing – 100% Market Share*

Product	Units	Unit Price	On-Invoice Cost
CO2 20lbs	1	\$23.00	\$23.00
12/16/21z Lid/cs	2,000	\$0.02	\$42.00
16z Cup	1,000	\$0.06	\$56.65
24z Cup Paper	1,000	\$0.07	\$68.00
32z Cup Paper	480	\$0.11	\$53.65
32z Lid Paper	960	\$0.04	\$42.00

• All Northwest outlets & Aramark will pay the above pricing

• The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

* All products will be subject to a 3.5% annual increase applied at the anniversary date of the agreement

Coca-Cola and Northwest Missouri State University Exhibit A and A1, Price Sheet

Bottle & Can Pricing – 90% to 50% Market Share*

Product	Units	Unit Price	On-Invoice Cost
20 oz PET - KO CSD	24	\$0.86	\$20.74
20 oz PET - MM Refreshment	24	\$0.86	\$20.74
20 oz PET - Dasani	24	\$0.48	\$11.46
20 oz PET - Dasani Flavors	24	\$0.48	\$11.46
20 oz PET - Powerade	24	\$0.86	\$20.74
20 oz PET - Smartwater	24	\$0.88	\$21.17
20 oz PET - Vitaminwater	24	\$1.07	\$25.70
500 ml - Gold Peak	12	\$1.03	\$12.31
12 oz PET - V8 and V8 Fusion	12	\$1.06	\$12.74
32 oz PET - Powerade	15	\$0.98	\$14.69
2 Liter PET - KO CSD	8	\$1.35	\$10.80
1 Liter PET - KO CSD	12	\$1.43	\$17.10
355 ml - Mexican Coke	24	\$0.95	\$22.68
7.5 oz Can - KO CSD	24	\$0.38	\$9.07
23 oz Can - Peace Tea	12	\$0.65	\$7.81
12 oz PET - MM Enhanced	24	\$0.53	\$12.74
16.9oz PET Fruitwater	12	\$0.86	\$10.32
1 Liter PET - Evian	12	\$1.51	\$18.14

Product	Units	Unit Price	On-Invoice Cost
Energy Shot	12	\$1.50	\$18.00
750 ml - Smartwater	24	\$0.98	\$23.54
8.5 oz Aluminum Bottle - CSD	24	\$0.74	\$17.71
12 oz Can - KO CSD & NCB	24	\$0.36	\$8.64
16 oz PET - V8 Splash	12	\$0.86	\$10.37
1 Liter PET - Dasani	12	\$1.01	\$12.10
16 oz Can - Full Throttle Brands	24	\$1.28	\$30.60
16 oz Can - NOS	24	\$1.28	\$30.60
14 oz PET - Zico	12	\$1.42	\$17.04
1 Liter PET - Smartwater	12	\$1.28	\$15.30
15.2 oz (450 ml) PET - MMJTG	24	\$1.03	\$24.76
16.9 oz PET - Honest Tea	12	\$1.17	\$14.04
10 oz PET - MMJTG	24	\$0.63	\$15.12
12 oz PET - Powerade	24	\$0.50	\$11.88
500 ml - Dasani	24	\$0.41	\$9.94
12 oz PET - Dasani	24	\$0.41	\$9.94
11.5oz PET Core Power	12	\$2.03	\$24.30
Dasani Drops	6	\$2.69	\$16.14

*All Northwest & Aramark outlets will pay the above pricing

•The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

*All products will be subject to a 4% annual increase applied at the anniversary date of the agreement



Coca-Cola and Northwest Missouri State University Exhibit A, Price Sheet

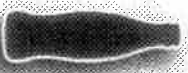
CO2, Cups & Lid Pricing – 90% - 50% Market Share*

Product	Units	Unit Price	On-Invoice Cost
CO2 20lbs	1	\$23.00	\$23.00
12/16/21z Lid/cs	2,000	\$0.02	\$42.00
16z Cup	1,000	\$0.06	\$56.65
24z Cup Paper	1,000	\$0.07	\$68.00
32z Cup Paper	480	\$0.11	\$53.65
32z Lid Paper	960	\$0.04	\$42.00

• All Northwest outlets & Aramark will pay the above pricing

• The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

* All products will be subject to a 4% annual increase applied at the anniversary date of the agreement



Coca-Cola and Northwest Missouri State University Exhibit A and A1, Price Sheet

Bottle & Can Pricing -- 40% to 10% Market Share*

Product	Units	Unit Price	On-Invoice Cost
20 oz PET - KO CSD	24	\$0.86	\$20.74
20 oz PET - MM Refreshment	24	\$0.86	\$20.74
20 oz PET - Dasani	24	\$0.48	\$11.46
20 oz PET - Dasani Flavors	24	\$0.48	\$11.46
20 oz PET - Powerade	24	\$0.86	\$20.74
20 oz PET - Smartwater	24	\$0.88	\$21.17
20 oz PET - Vitaminwater	24	\$1.07	\$25.70
500 ml - Gold Peak	12	\$1.03	\$12.31
12 oz PET - V8 and V8 Fusion	12	\$1.06	\$12.74
32 oz PET - Powerade	15	\$0.98	\$14.69
2 Liter PET - KO CSD	8	\$1.35	\$10.80
1 Liter PET - KO CSD	12	\$1.43	\$17.10
355 ml - Mexican Coke	24	\$0.95	\$22.68
7.5 oz Can - KO CSD	24	\$0.38	\$9.07
23 oz Can - Peace Tea	12	\$0.65	\$7.81
12 oz PET - MM Enhanced	24	\$0.53	\$12.74
16.9oz PET Fruitwater	12	\$0.86	\$10.32
1 Liter PET - Evian	12	\$1.51	\$18.14

Product	Units	Unit Price	On-Invoice Cost
Energy Shot	12	\$1.50	\$18.00
750 ml - Smartwater	24	\$0.98	\$23.54
8.5 oz Aluminum Bottle - CSD	24	\$0.74	\$17.71
12 oz Can - KO CSD & NCB	24	\$0.36	\$8.64
16 oz PET - V8 Splash	12	\$0.86	\$10.37
1 Liter PET - Dasani	12	\$1.01	\$12.10
16 oz Can - Full Throttle Brands	24	\$1.28	\$30.60
16 oz Can - NOS	24	\$1.28	\$30.60
14 oz PET - Zico	12	\$1.42	\$17.04
1 Liter PET - Smartwater	12	\$1.28	\$15.30
15.2 oz (450 ml) PET - MMJTG	24	\$1.03	\$24.76
16.9 oz PET - Honest Tea	12	\$1.17	\$14.04
10 oz PET - MMJTG	24	\$0.63	\$15.12
12 oz PET - Powerade	24	\$0.50	\$11.88
500 ml - Dasani	24	\$0.41	\$9.94
12 oz PET - Dasani	24	\$0.41	\$9.94
11.5oz PET Core Power	12	\$2.03	\$24.30
Dasani Drops	6	\$2.69	\$16.14

•All Northwest & Aramark outlets will pay the above pricing

•The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

*All products will be subject to a 5% annual increase applied at the anniversary date of the agreement



Coca-Cola and Northwest Missouri State University Exhibit A, Price Sheet

CO2, Cups & Lid Pricing – 40% - 10% Market Share*

Product	Units	Unit Price	On-Invoice Cost
CO2 20lbs	1	\$23.00	\$23.00
12/16/21z Lid/cs	2,000	\$0.02	\$42.00
16z Cup	1,000	\$0.06	\$56.65
24z Cup Paper	1,000	\$0.07	\$68.00
32z Cup Paper	480	\$0.11	\$53.65
32z Lid Paper	960	\$0.04	\$42.00

• All Northwest outlets & Aramark will pay the above pricing

• The above pricing is for the first year of the contract term only (8/2/2013-7/31/2014)

* All products will be subject to a 5% annual increase applied at the anniversary date of the agreement

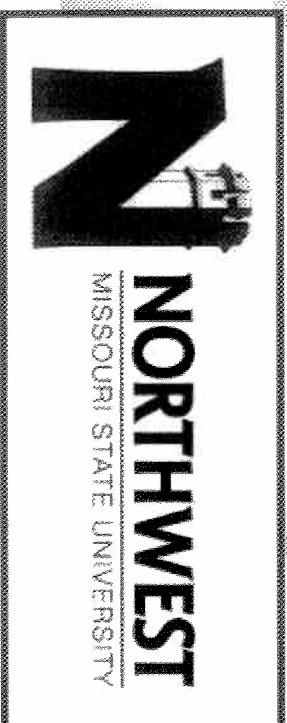


Coca-Cola
Refreshments
Midwest Region

Request For Proposal – B201411



*Request for Proposals
Pouring Rights Beverage Contract
Northwest Missouri State University
Exhibit A2, Percentage Market Share and
Opportunities/Amenities
July 26, 2013*



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

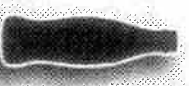
Outline of Amenities offered at each percent of Market Share

- Coca-Cola Refreshments has crafted a unique financial offer for Northwest Missouri State University. Per the RFP, we have included an offer for each percent of market share.
- The term of the agreement shall be three or six years or until such a time as Northwest Missouri State University has purchased and paid for a designated number of standard physical cases and postmix fountain gallons. This shall be considered the "Volume Commitment." Coca-Cola Refreshments shall not be required to pay Northwest Missouri State University any further sponsorship fees in the event the Agreement is extended past the initial term because Northwest Missouri State University has not fulfilled the Volume Commitment.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 100% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$60,000.00** (\$360,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 100% Market Share

- Coca-Cola will budget and spend **\$20,000.00** in year one and **\$15,000.00** annually thereafter (\$95,000 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

Coca-Cola and Northwest Missouri State University Exhibit A, Price Sheet

Annual per Case Rebates at 100% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.50	18.5 oz PET - Gold Peak	\$.25
20 oz PET - MMM Refreshment	\$.50	16 oz Can - NOS	\$.50
20 oz PET - Dasani	\$.50	16 oz Can - Full Throttle	\$.50
20 oz PET - Dasani Flavors	\$.50	16 oz PET - V8 Splash	\$.25
20 oz PET - Smartwater	\$.50	12 oz PET - V8 and V8 Fusion	\$.25
20 oz PET - Powerade	\$.50	14 oz PET Zico	\$.25
20 oz PET - Vitaminwater	\$.50	1 Liter PET - Smartwater	\$.25
20 oz PET - FUZE	\$.50	16.9 oz PET - Honest Tea	\$.25
12 oz Can - KO CSD & NCB	\$.15		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product
- Based on current volume estimates for the university, we estimate an additional \$7k+ for NWMSU from this rebate program



Coca-Cola and Northwest Missouri State University

Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial Offer Summary at 100% Market Share

<u>Financial Offer Summary</u>	<u>Annual</u>	<u>Six Year Total</u>
Total Annual Sponsorship	\$60,000.00	\$360,000.00
Marketing/ Merchandising Activation Fund	\$20,000/\$15,000	\$95,000.00
Annual Rebates*	\$7,000.00	\$42,000.00
SUBTOTAL	\$87,000/\$82,000	\$497,000.00

*Based on current volume estimates for the university



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 90% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$54,000.00** (\$324,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 90% Market Share

- Coca-Cola will budget and spend **\$18,000.00** in year one and **\$13,500.00** annually thereafter (\$85,500.00 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

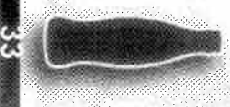
Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 90% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.45	18.5 oz PET - Gold Peak	\$.23
20 oz PET - MIM Refreshment	\$.45	16 oz Can - NOS	\$.45
20 oz PET - Dasani	\$.45	16 oz Can - Full Throttle	\$.45
20 oz PET - Dasani Flavors	\$.45	16 oz PET - V8 Splash	\$.23
20 oz PET - Smartwater	\$.45	12 oz PET - V8 and V8 Fusion	\$.23
20 oz PET - Powerade	\$.45	14 oz PET Zico	\$.23
20 oz PET - Vitaminwater	\$.45	1 Liter PET - Smartwater	\$.23
20 oz PET - FUZE	\$.45	16.9 oz PET - Honest Tea	\$.23
12 oz Can - KO CSD & NCB	\$.10		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 80% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$48,000.00** (\$288,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 80% Market Share

- Coca-Cola will budget and spend **\$16,000.00** in year one and **\$12,000.00** annually thereafter (\$76,000.00 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

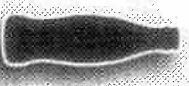
Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 80% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.40	18.5 oz PET - Gold Peak	\$.20
20 oz PET - MM Refreshment	\$.40	16 oz Can - NOS	\$.40
20 oz PET - Dasani	\$.40	16 oz Can - Full Throttle	\$.40
20 oz PET - Dasani Flavors	\$.40	16 oz PET - V8 Splash	\$.20
20 oz PET - Smartwater	\$.40	12 oz PET - V8 and V8 Fusion	\$.20
20 oz PET - Powerade	\$.40	14 oz PET Zico	\$.20
20 oz PET - Vitaminwater	\$.40	1 Liter PET - Smartwater	\$.20
20 oz PET - FUZE	\$.40	16.9 oz PET - Honest Tea	\$.20
12 oz Can - KO CSD & NCB	\$.10		

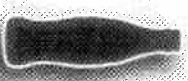
- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 70% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$42,000.00** (\$252,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 70% Market Share

- Coca-Cola will budget and spend **\$14,000.00** in year one and **\$10,500.00** annually thereafter (\$66,500.00 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

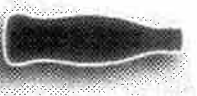
Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 70% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.35	18.5 oz PET - Gold Peak	\$.18
20 oz PET - MM Refreshment	\$.35	16 oz Can - NOS	\$.35
20 oz PET - Dasani	\$.35	16 oz Can - Full Throttle	\$.35
20 oz PET - Dasani Flavors	\$.35	16 oz PET - V8 Splash	\$.18
20 oz PET - Smartwater	\$.35	12 oz PET - V8 and V8 Fusion	\$.18
20 oz PET - Powerade	\$.35	14 oz PET Zico	\$.18
20 oz PET - Vitaminwater	\$.35	1 Liter PET - Smartwater	\$.18
20 oz PET - FUZE	\$.35	16.9 oz PET - Honest Tea	\$.18
12 oz Can - KO CSD & NCB	\$.10		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 60% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$36,000.00** (\$216,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 60% Market Share

- Coca-Cola will budget and spend **\$12,000.00** in year one and **\$9,000.00** annually thereafter (\$57,000.00 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 60% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.30	18.5 oz PET - Gold Peak	\$.15
20 oz PET - MM Refreshment	\$.30	16 oz Can - NOS	\$.30
20 oz PET - Dasani	\$.30	16 oz Can - Full Throttle	\$.30
20 oz PET - Dasani Flavors	\$.30	16 oz PET - V8 Splash	\$.15
20 oz PET - Smartwater	\$.30	12 oz PET - V8 and V8 Fusion	\$.15
20 oz PET - Powerade	\$.30	14 oz PET Zico	\$.15
20 oz PET - Vitaminwater	\$.30	1 Liter PET - Smartwater	\$.15
20 oz PET - FUZE	\$.30	16.9 oz PET - Honest Tea	\$.15
12 oz Can - KO CSD & NCB	\$.05		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Financial offering at 50% Market Share

- Coca-Cola Refreshments will provide an annual sponsorship check to the Northwest Missouri State University at the beginning of each contract year in the amount of **\$30,000.00** (\$180,000.00 over the 6-year term).
- The financial offer provided by Coca-Cola Refreshments will be all encompassing. We will leave it to the discretion of Northwest Missouri State University to determine on what priorities these dollars are spent.
- It is the expectation of Coca-Cola Refreshments that Northwest Missouri State University will provide mutually agreed upon in-venue signage at the athletic facilities.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Marketing Activation Fund at 50% Market Share

- Coca-Cola will budget and spend **\$10,000.00** in year one and **\$7,500.00** annually thereafter (\$47,500.00 over the 6-year term) for mutually agreed upon free product support, campus activation support, student activation support, health and wellness support, sustainability support, scholarships, and athletic needs (fluid replacement materials).
- This Marketing Activation Fund will be provided by Coca-Cola and will not be paid directly to Northwest Missouri State University. Amount will be held by Coca-Cola in a fund to be managed by Coca-Cola and Northwest Missouri State University representatives during monthly marketing meetings. Fund must be spent within the Agreement Year for which they are budgeted.

Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 50% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.25	18.5 oz PET - Gold Peak	\$.12
20 oz PET - MIM Refreshment	\$.25	16 oz Can - NOS	\$.25
20 oz PET - Dasani	\$.25	16 oz Can - Full Throttle	\$.25
20 oz PET - Dasani Flavors	\$.25	16 oz PET - V8 Splash	\$.12
20 oz PET - Smartwater	\$.25	12 oz PET - V8 and V8 Fusion	\$.12
20 oz PET - Powerade	\$.25	14 oz PET Zico	\$.12
20 oz PET - Vitaminwater	\$.25	1 Liter PET - Smartwater	\$.12
20 oz PET - FUZE	\$.25	16.9 oz PET - Honest Tea	\$.12
12 oz Can - KO CSD & NCB	\$.05		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 40% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.20	18.5 oz PET - Gold Peak	\$.10
20 oz PET - MIM Refreshment	\$.20	16 oz Can - NOS	\$.20
20 oz PET - Dasani	\$.20	16 oz Can - Full Throttle	\$.20
20 oz PET - Dasani Flavors	\$.20	16 oz PET - V8 Splash	\$.10
20 oz PET - Smartwater	\$.20	12 oz PET - V8 and V8 Fusion	\$.10
20 oz PET - Powerade	\$.20	14 oz PET Zico	\$.10
20 oz PET - Vitaminwater	\$.20	1 Liter PET - Smartwater	\$.10
20 oz PET - FUZE	\$.20	16.9 oz PET - Honest Tea	\$.10
12 oz Can - KO CSD & NCB	\$.00		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



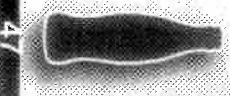
Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 30% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.15	18.5 oz PET - Gold Peak	\$.08
20 oz PET - MIM Refreshment	\$.15	16 oz Can - NOS	\$.15
20 oz PET - Dasani	\$.15	16 oz Can - Full Throttle	\$.15
20 oz PET - Dasani Flavors	\$.15	16 oz PET - V8 Splash	\$.08
20 oz PET - Smartwater	\$.15	12 oz PET - V8 and V8 Fusion	\$.08
20 oz PET - Powerade	\$.15	14 oz PET Zico	\$.08
20 oz PET - Vitaminwater	\$.15	1 Liter PET - Smartwater	\$.08
20 oz PET - FUZE	\$.15	16.9 oz PET - Honest Tea	\$.08
12 oz Can - KO CSD & NCB	\$.00		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 20% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.10	18.5 oz PET - Gold Peak	\$.05
20 oz PET - MM Refreshment	\$.10	16 oz Can - NOS	\$.10
20 oz PET - Dasani	\$.10	16 oz Can - Full Throttle	\$.10
20 oz PET - Dasani Flavors	\$.10	16 oz PET - V8 Splash	\$.05
20 oz PET - Smartwater	\$.10	12 oz PET - V8 and V8 Fusion	\$.05
20 oz PET - Powerade	\$.10	14 oz PET Zico	\$.05
20 oz PET - Vitaminwater	\$.10	1 Liter PET - Smartwater	\$.05
20 oz PET - FUZE	\$.10	16.9 oz PET - Honest Tea	\$.05
12 oz Can - KO CSD & NCB	\$.00		

- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product

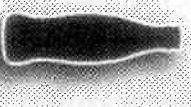
Coca-Cola and Northwest Missouri State University Exhibit A2, Percentage Market Share and Opportunities/Amenities

Annual per Case Rebates at 10% Market Share

Coca-Cola will pay Northwest an annual rebate on the products purchased through all drop-ship locations. These rebates will be paid at the end of each contract year and will be calculated based on the chart below.

Package	Rebate per case	Package	Rebate per case
20 oz PET - KO CSD	\$.05	18.5 oz PET - Gold Peak	\$.00
20 oz PET - MM Refreshment	\$.05	16 oz Can - NOS	\$.05
20 oz PET - Dasani	\$.05	16 oz Can - Full Throttle	\$.05
20 oz PET - Dasani Flavors	\$.05	16 oz PET - V8 Splash	\$.00
20 oz PET - Smartwater	\$.05	12 oz PET - V8 and V8 Fusion	\$.00
20 oz PET - Powerade	\$.05	14 oz PET Zico	\$.00
20 oz PET - Vitaminwater	\$.05	1 Liter PET - Smartwater	\$.00
20 oz PET - FUZE	\$.05	16.9 oz PET - Honest Tea	\$.00
12 oz Can - KO CSD & NCB	\$.00		

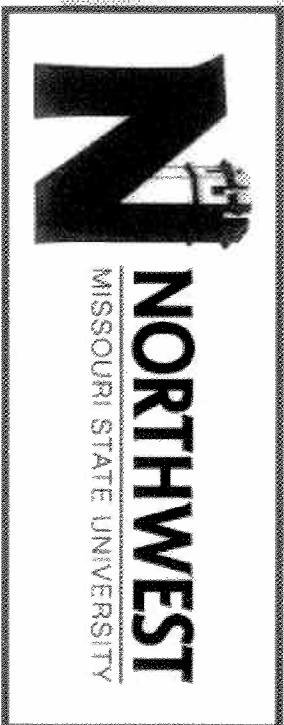
- Any earned rebate funding will be paid after the end of each contract year
- Excludes any donated product



Coca-Cola Refreshments
Midwest Region



Exhibit B, Renewal



Coca-Cola and Northwest Missouri State University Exhibit B, Renewal Sheet

EXHIBIT B

Renewal Sheet at 100% Market Share

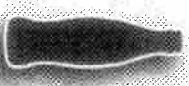
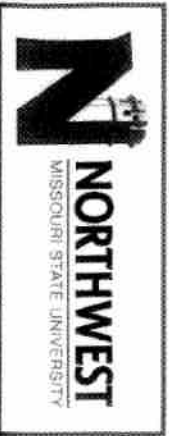
Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 10.5 _____ % or Minimum Decrease original price - _____ %

Renewal Sheet at 90% - 50% Market Share

Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 12 _____ % or Minimum Decrease original price - _____ %

Renewal Sheet at 40% - 10% Market Share

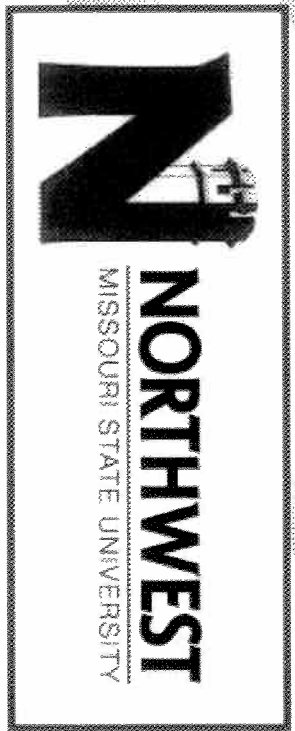
Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 15 _____ % or Minimum Decrease original price - _____ %



Coca-Cola
Refreshments
Midwest Region



Exhibit C, Participation Commitment



Coca-Cola and Northwest Missouri State University Exhibit C, Participation Commitment

If Section A is completed, do not complete Section B.

Section B – Only One Product Line or No Products Are Manufactured or Produced in U.S.
 If only one product line or no products are manufactured or produced in the U.S. complete only section B. I hereby certify that there is only one product line or no product manufactured or produced in the U.S., that the information provided is true and correct, and complies with all provisions of Sections 34.350-34.359 RSMo. I understand that any misrepresentation herein constitutes the commission of a class A misdemeanor. SIGNATURE (if submitting proposal electronically, typed signature required).

COMPANY NAME

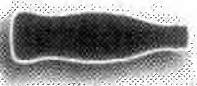
Section C – Products May Qualify Because of Qualifying Treaty
 If some or all products proposed qualify for domestic status because of a trade treaty, etc., then the Offeror must identify each product, country and qualifying treaty, etc. below. The Offeror must list ALL products which are or may qualify as domestic below. If more space is needed, please copy this form and submit as an attachment.
 PROPOSAL ITEM COUNTRY WHERE MANUFACTURED OR PRODUCED QUALIFYING TREATY, LAW, AGREEMENT, OR REGULATION

PROPOSAL ITEM	COUNTRY WHERE MANUFACTURED OR PRODUCED	QUALIFYING TREATY, LAW, AGREEMENT, OR REGULATION

SECTION C
 I hereby certify that the specific items listed above are domestic, that the information provided is true and correct, and complies with all provisions of Sections 34.350-34.359 RSMo. I understand that any misrepresentation herein constitutes the commission of a class A misdemeanor.
 SIGNATURE (if submitting proposal electronically, typed signature required)

COMPANY NAME

NOTE: Any product not listed above in Section C will be considered non-domestic. If Section A is not signed, if this form is not completed, signed, and returned, items proposed may not receive the domestic preference.



Coca-Cola
Refreshments
Midwest Region

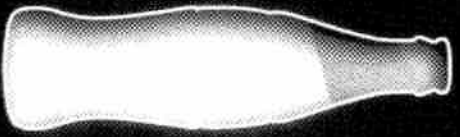
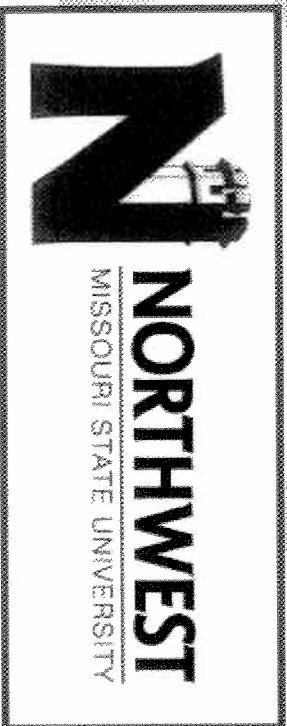


Exhibit C, Participation Commitment



Coca-Cola and Northwest Missouri State University Exhibit C, Participation Commitment

EXHIBIT B

Renewal Sheet at 100% Market Share

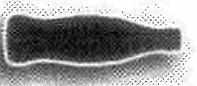
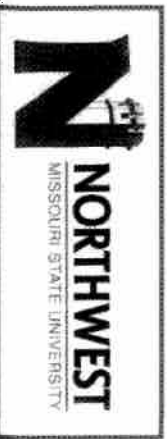
Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 10.5 _____ % or Minimum Decrease original price - _____ %

Renewal Sheet at 90% - 50% Market Share

Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 12 _____ % or Minimum Decrease original price - _____ %

Renewal Sheet at 40% - 10% Market Share

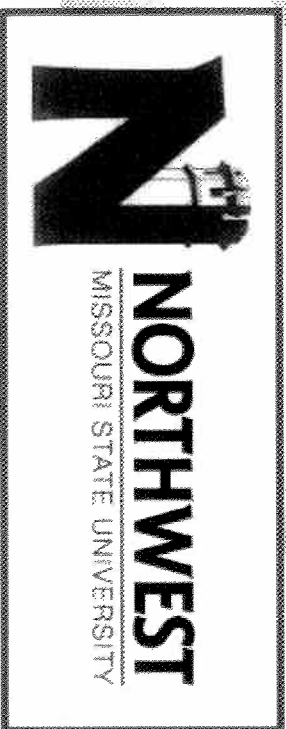
Renewal Period 08/01/2016 through 7/31/2019 Maximum Increase original price + 15 _____ % or Minimum Decrease original price - _____ %



Coca-Cola
Refreshments
Midwest Region



Exhibit D, Offeror's Qualifications



Coca-Cola and Northwest Missouri State University

Exhibit D, Expertise of Personnel

EXHIBIT D OFFERORS QUALIFICATIONS

Coca-Cola Refreshments 3802 South Leonard Rd. St. Joseph, MO. 64503

Name of firm and address with zip code

7/26/2013 816-232-7166 Corporation Partnership Individual
 Date Area code & Telephone Area Code & Fax Number

FOR CORPORATION ONLY

September 5th 1919 Federal I.D. Number 58-0503352
 Date of Corporation Delaware
 Name of State(s) in which incorporated
 Certificate No. F00477477 Date: July 2nd 2013

Steve Cahillane Vice President's Name
 President's Name

Secretary's Name Treasurer's Name

FOR PARTNERSHIP ONLY Is the partnership: General Limited Association

Date of Organization: _____
 Name and addresses of all partners with zip codes
 1. _____
 2. _____
 3. _____

Use additional sheet if necessary

GENERAL INFORMATION Federal I.D. Number 58-0503352

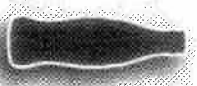
No. Are you a minority vendor (yes or no) Social Security Number or
 100% % of work done by Contractor No. of permanent employees Geographical limits of operation

126 Coca-Cola Enterprises
 No. of years in business If you have done business under different name, please give name and location.

Please visit <http://www.thecoca-colacompany.com/investors/proxies.html>
 Has firm ever failed to complete a project or defaulted on a contract? If so, state where and why.

Please visit <http://www.thecoca-colacompany.com/investors/proxies.html>
 Has firm ever been engaged in litigation over any contract? If so, explain.

List any, and all Subcontractors who will be working on this project



Coca-Cola and Northwest Missouri State University Exhibit D, Offerors Qualifications

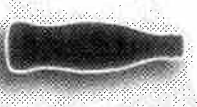
Offerors Experience

The Coca-Cola System

We are a global business that operates on a local scale, in every community where we do business. We are able to create global reach with local focus because of the strength of the Coca-Cola system, which comprises our Company and our more than 300 bottling partners worldwide.

While many view our Company as simply "Coca-Cola," our system operates through multiple local channels. Our Company manufactures and sells concentrates, beverage bases and syrups to bottling operations, owns the brands and is responsible for consumer brand marketing initiatives. Our bottling partners manufacture, package, merchandise and distribute the final branded beverages to our customers and vending partners, who then sell our products to consumers.

The Coca-Cola Company is the world's largest beverage company. We operate in more than 200 countries and market a portfolio of more than 3,000 beverage products including sparkling drinks and still beverages such as waters, juice and juice drinks, teas, coffees, sports drinks and energy drinks. We have been in business for 125 years.



Coca-Cola and Northwest Missouri State University Exhibit D, Offerors Qualifications

Offerors Experience

- Coca-Cola is the preferred brand on college campuses:
 - ✓ Coca-Cola's full portfolio of brands has a 74% share as the exclusive or primary beverage relationship with the top 50 largest (by enrollment) U.S. colleges
 - ✓ Coca-Cola is the exclusive soft drink marketing partner of more than 75% of top 50 largest (by enrollment) U.S. colleges with Division 1 Athletic Programs
 - ✓ Coca-Cola is the premier Corporate Champion and marketing partner of the NCAA.
- Proposal Objective: To demonstrate that only Coca-Cola is best positioned to become the long term, exclusive beverage partner through a co-developed Total Beverage Program that meets the unique needs of Northwest Missouri State University and results in the establishment of a mutually successful relationship.



Coca-Cola and Northwest Missouri State University Exhibit D, Offerors Qualifications

Coca-Cola Audited Financial Statement

- Because of our CRS and sustainability philosophy and due to the size of these reports, we are attaching a link to the website that will allow you to view all of our financial statements and reports.

- **The Coca-Cola Company 10K and Financial Statements**

http://ir.thecoca-colacompany.com/phoenix.zhtml?c=94566&p=IROL-sec&control_selectgroup=Annual%20Filings

- **The Coca-Cola Company Proxy**

<http://www.thecoca-colacompany.com/investors/proxies.html>

- **Annual Report**

<http://www.thecoca-colacompany.com/investors/proxies.html>



Coca-Cola Refreshments
Midwest Region

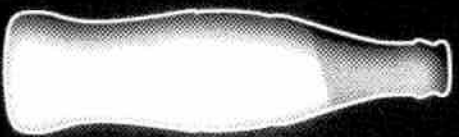
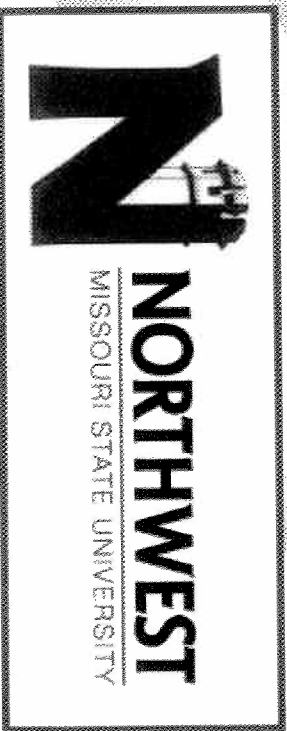


Exhibit E, Offeror's References



Coca-Cola and Northwest Missouri State University Exhibit E, Offeror's References

University of Kansas

1301 Jayhawk Boulevard, Lawrence, KS 66045

(785) 864-4651 fax (785) 864-5030

David Mucci - Director, KU Memorial Unions

Coca-Cola Campus for 15 years

Exclusive Beverage Supplier

University of Central Missouri

Multipurpose Building Suite 203 University of Central Missouri, Warrensburg, MO 64093

(660) 543-5421 fax (660) 543-8034

Jerry Hughes - Athletics Director

Coca-Cola Campus for 15 years

Kansas City, Kansas Community College

7250 State Avenue, Kansas City, KS 66112

(913) 334-1100 fax (913) 228-7648

Brian Bode- Vice President of Financial & Administrative Services

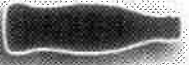
Coca-Cola Campus for 5 years

Gustavus Adolphus College

800 West College Avenue, St. Peter, MN 56082

(507) 933-7608 fax (507) 933-6379

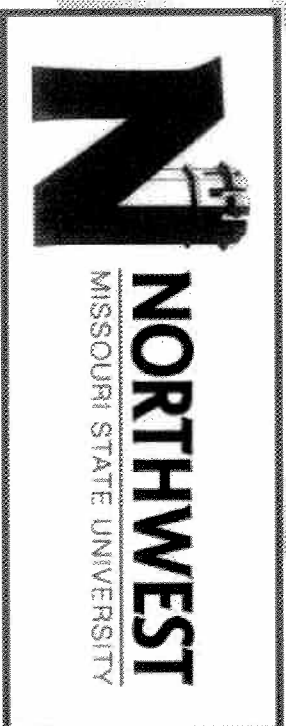
Steven E. Kjellgren - Director, Dining Service/Book Mark



Coca-Cola Refreshments
Midwest Region



Exhibit F, Expertise of Personnel



Coca-Cola and Northwest Missouri State University

Exhibit F, Expertise of Personnel

Management and Essential Qualifications

At the Region level, Northwest Missouri State University will be assigned an Account Executive, Justin Bowden. The Account Executive is responsible for building and maintaining relationships with narrowly geographically-based key customers or within specific channels in order to maximize sales and profit and to ensure proper execution of pricing and promotional programs.

- Build, develop and maintain customer relationships with key accounts or channels. Direct calls on customer, sell in initiatives such as new brands and packages, marketing promotions. Resolve customer concerns and issues.
- Build and execute sales forecasting and ensure proper execution of contracts, pricing and promotional programs. Assure in-outlet standards are executed per channel direction.
- Obtain authorization from customer to sell and deliver product and equipment.
- Develop and deliver sales presentations.
- Develop goals for customers.
- Renewal of CMA/contracts.
- Partner with MDM and provide guidance where applicable.

At the district and local level, Northwest Missouri State University will have an assigned District Sales Manager (Kristi Cuda) and a Market Development Manager (Greg Gabler). The District Sales Manager is responsible for training and managing their assigned staff within a specific geographical area, maximizing sales and profit and to ensure proper execution of Coca-Cola Brands. The District Sales Manager is also responsible for communicating and explaining direction from the Account Executive to the Market Development Manager and ensuring execution.

The Market Development Manager is the go-to person for day-to-day operations and will be the main contact for all University outlets. They are responsible for all operations related to order placement, activities, execution of all programs, pricing, brands, direction from District or Region sales, etc...

Your Local Team

Justin Bowden

Key Account Development Manager

Office – 913-495-9027

Mobile – 913-940-8872

jbowden@coca-cola.com

Kristi Cuda

District Sales Manager

Office – 913-495-9016

Mobile – 913-624-4384

kcuda@coca-cola.com

Kirk Schnurbusch

Director of On-Premise

Office - 913-495-5463

Mobile – 816-719-1525

kschnurbusch@coca-cola.com

Greg Gabler

Market Development Manager

Mobile – 816-273-8445

greggabler@coca-cola.com

Jennifer Wright

Area Sales Manager

Office – 913-495-9018

Mobile – 913-9720569

jewright@coca-cola.com

Mark Unterreiner

Distribution Supervisor – St. Joe

Mobile – 913- 940-1469

munterreiner@coca-cola.com



NORTHWEST
MISSOURI STATE UNIVERSITY



Coca-Cola and Northwest Missouri State University Exhibit F, Expertise of Personnel

Coca-Cola Refreshments Key Personnel

Account Executive:

Justin Bowden
9000 Marshall Drive
Lenexa, KS 66215
Office 913-495-9027 Cell 913-940-8872
jbowden@coca-cola.com
20 Years of experience with Coca-Cola
BS Iowa State University

District Sales Manager:

Kristi Cuda
9000 Marshall Drive
Lenexa, KS 66215
Office 913-495-9016 Cell 913-624-4384
kcuda@coca-cola.com
8 Years of experience with Coca-Cola/ NWMSU Graduate

Market Development Manager:

Greg Gabler
3802 South Leonard Rd
Saint Joseph, MO 64503
Office 816-232-7766 Cell 816-273-8445
greggabler@coca-cola.com
6 Years of experience with Coca-Cola



Coca-Cola and Northwest Missouri State University Exhibit F, Expertise of Personnel

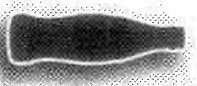
Coca-Cola Refreshments Key Personnel, Cont'd

Distribution Center Manager:

Tim Cross
3802 South Leonard Rd
Saint Joseph, MO 64503
Office 816-232-7766 Cell 816-261-9181
timcross@coca-cola.com
9 Years of Coca-Cola Experience

Service Supervisor:

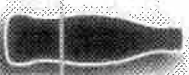
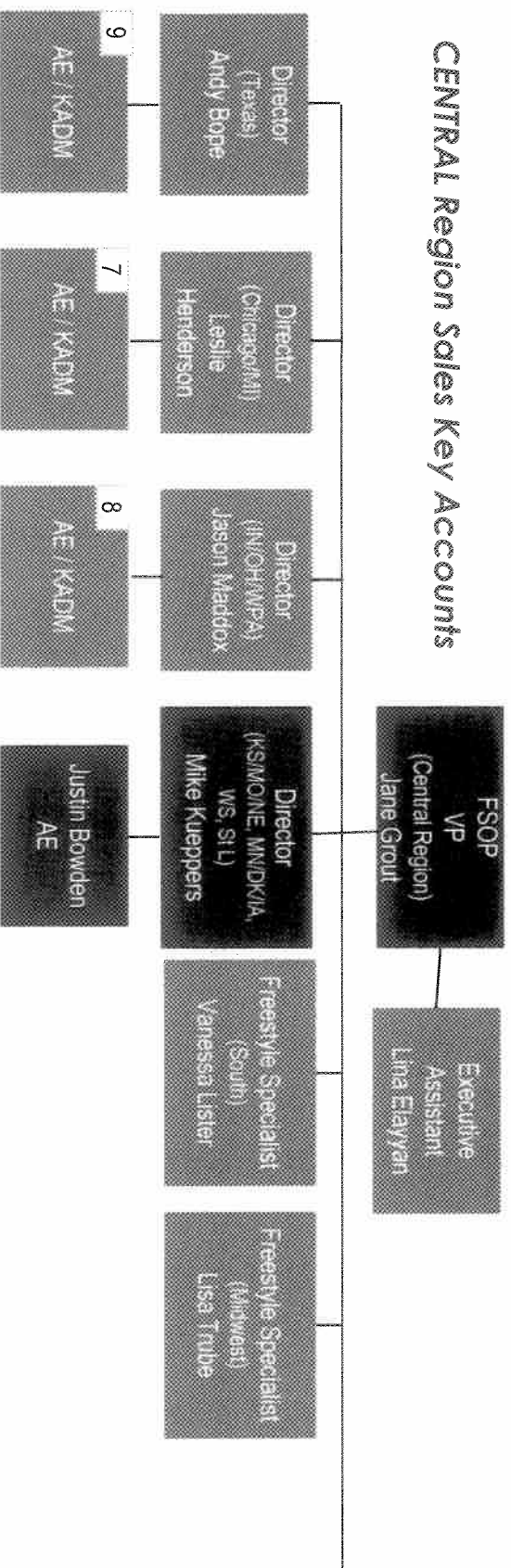
Brian Behnke
9000 Marshall Drive
Lenexa, KS 66215
Office 913-495-9011 Cell 913-433-8593
bbehnke@coca-cola.com
22 Years of Coca-Cola Experience



Coca-Cola and Northwest Missouri State University

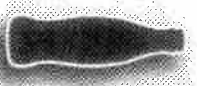
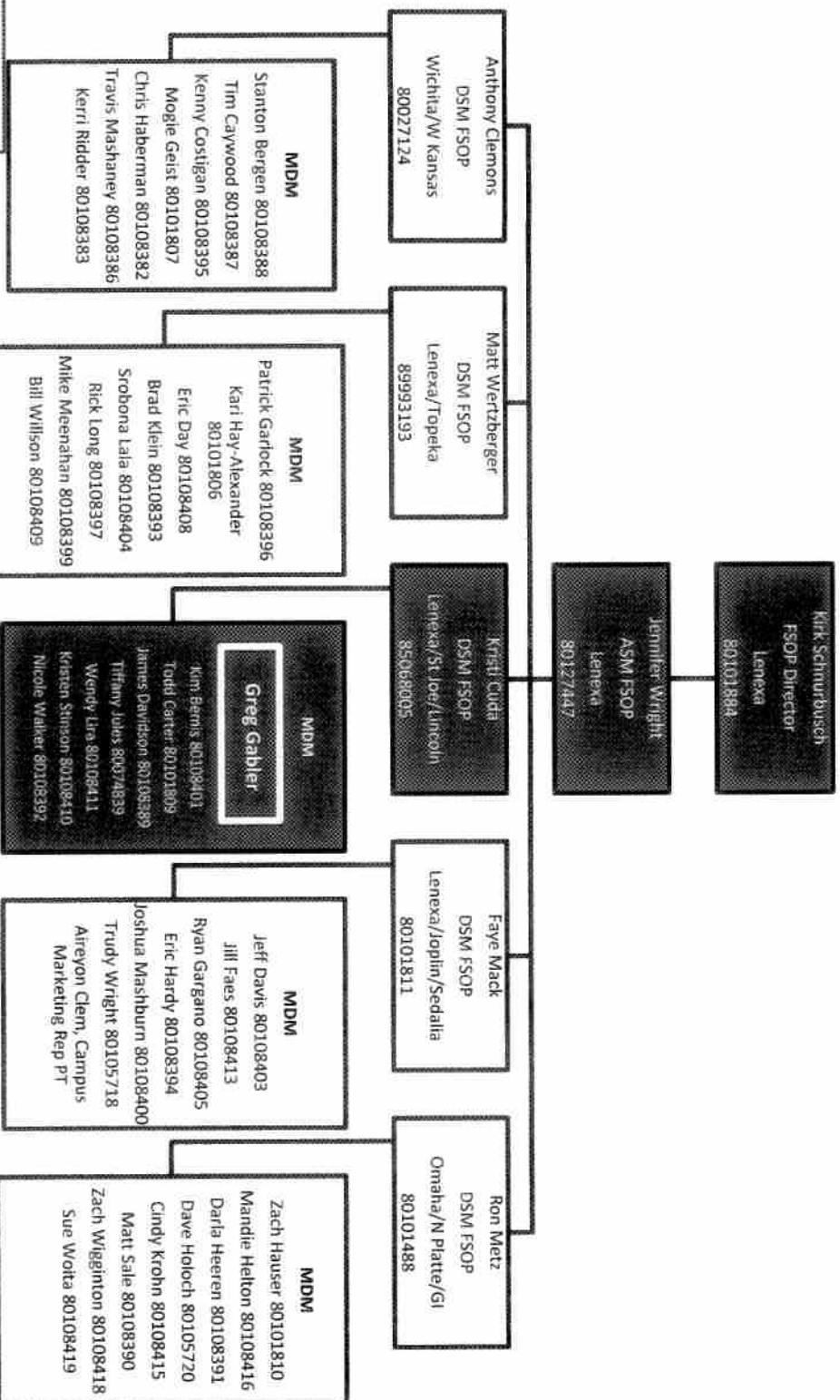
Exhibit F, Expertise of Personnel

CENTRAL Region Sales Key Accounts



Coca-Cola and Northwest Missouri State University Exhibit F, Expertise of Personnel

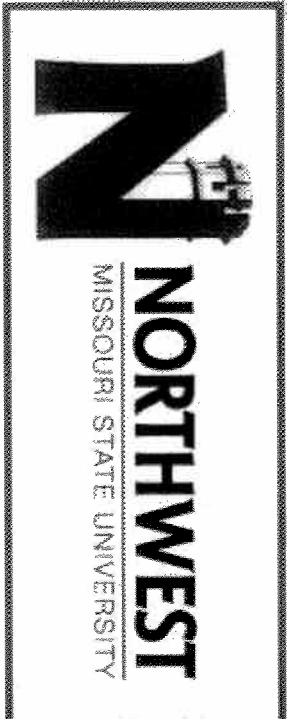
Kansas Missouri Nebraska Market Unit Food Service On Premise Sales



Coca-Cola Refreshments
Midwest Region



Exhibit G, Service and Support



Coca-Cola and Northwest Missouri State University

Exhibit G, Service and Support

1. SERVICE LOCATION(S) AND REPRESENTATION:

State the primary location of the service organization directly responsible for maintaining the equipment and the service territory covered (note: if technicians work out of their homes, list the office address of his/her immediate supervisor): **Service for Northwest will be handled from our St. Joseph distribution center. Our technicians work from their homes and their supervisor works out of St. Joseph and Lenexa offices.**

State the number of service representatives operating from the primary location, as well as their respective level of experience, that are trained on the equipment proposed and will be responding to Northwest's service calls:

2 total technicians;

 with less than one year of equipment service experience,

2 with from one to five years of equipment service experience,

 with over five years of equipment service experience.

Check the applicable level of training of the service technician(s):

- Factory School Trained
- Factory Audio-Visual Trained
- Dealer Trained

Coca-Cola and Northwest Missouri State University

Exhibit G, Service and Support

2. RESPONSE TIME:

State the average and guaranteed response times to be provided to Northwest in emergency service situations. (Note: response time shall be defined as the time necessary for the Contractor to arrive and begin repairs.

Emergency service shall be defined as service necessary in the following situations: equipment failure or other situations expressed by the user as urgent in nature):

Average Response Time: 11.9 hours from notification;

Guaranteed Response Time: Emergency calls are prioritized by dispatch but we do not guarantee a response by time hours from notification;

Specify all equipment, including quantities of installations, for which the primary technicians are trained and responsible for maintenance: All our technicians are trained to install and repair all our equipment.

3. REPLACEMENT PARTS:

The Offeror must identify the primary location of component spare parts inventory for the proposed equipment and describe the size and depth of the inventory: Replacement parts are carried on the service trucks. Typically inventory per truck is between 450 and 550 parts.

The Offeror must identify where back-up parts are located and the procedures that will be used in the event a part from the back-up location is required: Back up parts are located in Chicago and a dedicated parts expeditor ships the part directly to the technicians house.

Coca-Cola and Northwest Missouri State University Exhibit G, Service and Support

4. GENERAL INFORMATION:

What are the procedures to be used to contact service personnel? Coca-Cola has a Customer Care Center (800-647-2653) where service calls can be made 24 hours a day and 7 days a week. For emergency service and after the call is placed through the Customer Care Center, we recommend making the MDM (Greg Gabler) aware of the severity of the issue. This way he can assist in making sure that the call is completed in a timely manner.

Describe in detail the procedures or remedies should the equipment operate unreliably in a volume environment suitable to the equipment: In the event that a unit cannot be repaired and requires replacement, Coca-Cola's typical equipment replacement timeframe is seven (7) to ten (10) days, but we will do our best to minimize the time to replace the equipment. All equipment service will be performed with no expense to the university.

State if 24-hour service is available, including nights and weekends:

yes no

Coca-Cola offers on call service for after hours and weekend service needs.



Coca-Cola and Northwest Missouri State University Exhibit G, Service and Support

❖ **QUALITY SERVICE CALL**

- ❖ Our commitment to quality service begins when you call our Customer Care Center (CCC) to report the issue. Our CCC Representatives are trained to gather as much information as possible from the customers to isolate the issue and to ensure the technician is properly equipped to fix the equipment.

❖ **APPEARANCE – THE LOOK OF SUCCESS**

- ❖ During each visit by a service technician, we will ensure that all graphics are updated and all brands are represented appropriately. Our service technician will inspect the machine for cleanliness and ensure that all electronic components are functioning properly.

❖ **MECHANICAL OPERATIONS**

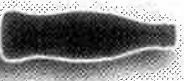
- ❖ During all service calls, Coca-Cola's technicians will inspect the compressor for proper operation including all fans, condensers and evaporators. For vending machines, the technician will test vend each column in the machine to ensure proper function.

❖ **VERIFY SATISFACTION**

- ❖ Before leaving, our technician will meet with the appropriate decision-maker and review the work done and verify your satisfaction.

❖ **FIXED RIGHT FIRST TIME**

- ❖ One of the most critical measurements Coca-Cola uses to grade the quality of our service is Fixed Right First Time. It is our goal to have the required tools and parts on hand to correct the problem the first time we visit and get your machine operating as quickly as possible.



Coca-Cola
Refreshments
Midwest Region



Exhibit H, Equipment

N
NORTHWEST
MISSOURI STATE UNIVERSITY

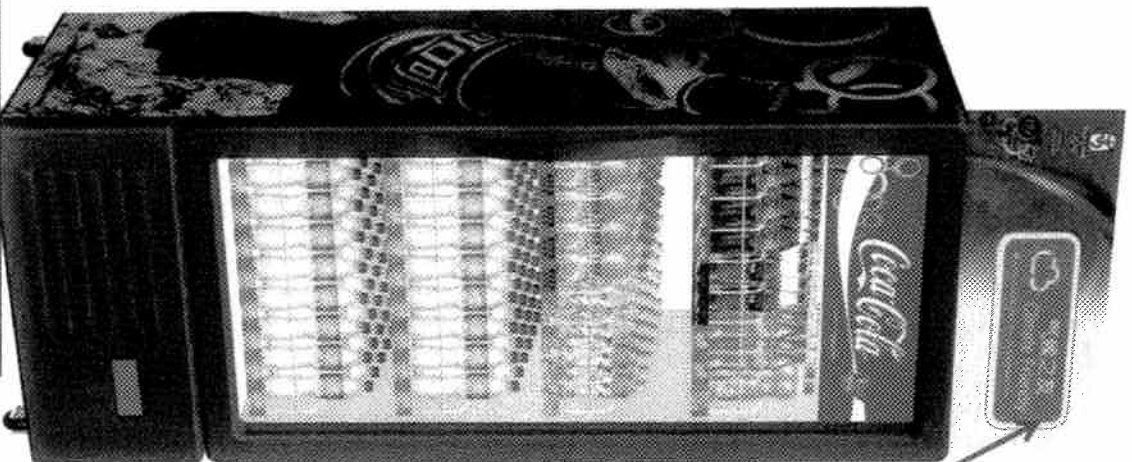


Coca-Cola and Northwest Missouri State University

Exhibit H, Equipment

Energy Efficiency & Climate Protection on Campus

- We aim to remove hydrofluorocarbons in all new cold drink equipment by 2015
- New technology will eliminate up to 99 percent of direct greenhouse gas emissions
- We are reducing the energy use of our cooling equipment by up to 35 percent through energy management devices
- Bringing this new vending and IC technology to campus will help save money on energy costs
- Through partnerships with Refrigerants Naturally! and the Consumer Goods Forum we continue advancing the industry



**This Cooler is
from the Future.
Wait, that's Now**



Coca-Cola and Northwest Missouri State University Exhibit H, Equipment

Coca-Cola will place all new or like new retail equipment on the Northwest campus. Coca-Cola has many equipment options to meet the needs of our customers and we will work with the university to place the type of equipment that meets its needs.

Our equipment is Energy Star rated. The preferred models of our coolers have LED lighting, which reduces energy consumption. Many of our new coolers have a unit installed on them called an EMS-55 unit, which is proprietary to Coca-Cola. This unit has a sophisticated algorithm to track purchases and adjust lighting and the cooler based on a pattern. Utilized properly this technology can cut energy consumption by up to 35%.

COOLERS (EQUIPMENT & GRAPHICS ARE SUBJECT TO BOTTLE FILL AVAILABILITY)

COUNTERTOP COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
CC-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
CC-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
CC-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
CC-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
CC-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

SPECIALTY COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
SC-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
SC-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
SC-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
SC-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
SC-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

SINGLE DOOR COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
SD-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
SD-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
SD-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
SD-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
SD-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

PART LINE COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
PL-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
PL-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
PL-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
PL-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
PL-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

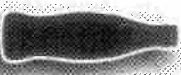
DOUBLE DOOR COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
DD-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
DD-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
DD-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
DD-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
DD-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

TRIPLE DOOR COOLERS

Model	Capacity	Dimensions	Weight	Energy Star	LED Lighting	EMS-55
TD-100	100	18" x 20" x 35"	25 lbs	Yes	Yes	Yes
TD-150	150	24" x 24" x 35"	35 lbs	Yes	Yes	Yes
TD-200	200	30" x 24" x 35"	45 lbs	Yes	Yes	Yes
TD-250	250	36" x 24" x 35"	55 lbs	Yes	Yes	Yes
TD-300	300	42" x 24" x 35"	65 lbs	Yes	Yes	Yes

Equipment & Graphics are subject to bottle availability



Coca-Cola and Northwest Missouri State University Exhibit H, Equipment

COOLERS (EQUIPMENT & GRAPHICS ARE SUBJECT TO BOTTLER AVAILABILITY)

COUNTERTOP COOLERS

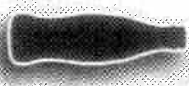
Model	GM15 (Mini Cooler)	G-2	VR-06	GM-7	GM-9
Manufacturer	IDW	IDW	Wharton	True	True
Door	swing	swing	swing	swing	swing
Height	21 1/2"	28 1/2"	39 1/4"	39 1/4"	41 1/2"
Width	14 1/4"	17"	21 1/2"	25"	34 1/4"
Depth	18 1/2"	18 1/2"	27 1/4"	24 1/4"	27 1/4"
Weight	57 lbs.	80 lbs.	127 lbs.	190 lbs.	248 lbs.
Door capacity	17 1/4	20	64	112	143
Total freight	2	3	18	18	30
Shelves	2	3	3	3	3
Shelves per shelf	5 aluminum	4	6	6	10
Max. Brand	1	6	6	6	15

SPECIALTY COOLERS

Model	CC-B134E	G-27	G-30	T10
Manufacturer	PHI	IDW	IDW	IDW
Locker	18"	18"	18"	18"
Height	37 1/2"	33 1/2"	39 1/2"	57"
Width	20"	22 1/2"	18"	30"
Depth	18"	22 1/2"	18"	18"
Weight	80 1/2 lbs.	78 lbs.	60 1/2 lbs.	140 lbs.
Door capacity	40	45	40	72
Total freight	-	-	-	-
Shelves	-	-	-	-
Shelves per shelf	-	-	-	-
Max. Brand	-	-	-	3

SINGLE DOOR COOLERS

Model	GM-10	VR-10	GM-13	VR-12	FR-10	GM-25	GS-19
Manufacturer	True	Impert	True	Impert	Frigo	True	Impert
Height	53 1/2"	53 1/2"	62"	65"	74 1/2"	79 1/2"	80 1/2"
Width	28"	24 1/4"	35"	34 1/4"	18 1/2"	30"	29 1/2"
Depth	23"	23"	23"	23"	32"	29 1/4"	27 1/2"
Weight	200 lbs.	158 1/4 lbs.	195 lbs.	180 lbs.	282 1/4 lbs.	325 lbs.	245 lbs.
Door capacity	126	126	168	188	120	300	270
Total freight	18	18	24	35	20	40	40
Shelves	3	3	4	4	4	5	6
Shelves per shelf	6	6	6	7	6	6	6
Max. Brand	9	9	12	12	20	18	18



Coca-Cola and Northwest Missouri State University Exhibit H, Equipment

FAST LANE COOLERS

Model	Type	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)		
GDH-4K-48	True	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	
GDH-41CFT-48	True	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	48"	
GDH-10PT	True	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	52 1/2"	
GDH-315SL-54	True	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	
GDH-35CFT-54	True	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	
GDH-41SL-54	True	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	
GDH-35CFT	True	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	59 1/2"	
GDH-41SL-60	True	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"	60"
GDH-148R	True	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"	50"
GDH-35SLR	True	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"	54 1/2"
Max. Storage		18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18

DOUBLE DOOR COOLERS

Model	Type	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)		
GDH-33	True	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	33 1/2"	
GDH-45	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	
GDH-41	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	
GDH-45	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	
VHD-37	True	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"	37"
GDH-45	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	
GDH-48	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	
VHD-41	True	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"	39 1/2"
Max. Storage		20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

TRIPLE DOOR COOLERS

Model	Type	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)	True	Slide	Side (pass through)	Average (0.000 through)
GDH-69	True	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"	69 1/2"
GDH-72	True	72"	72"	72"	72"	72"	72"	72"	72"	72"	72"	72"	72"
Max. Storage		40	40	40	40	40	40	40	40	40	40	40	40

subject to Bottler availability



Coca-Cola and Northwest Missouri State University Exhibit H, Equipment

FOUNTAIN | MACHINES

(EQUIPMENT & GRAPHICS ARE SUBJECT TO BOTTLER AVAILABILITY)

Model	IBD 4500	IBD 4500-30	ACB 22	ACB 10	CEB 500	Gold Fuel Top Dispenser	Tower 300 Two Valve
Manufacturer	Lanter	Lanter	Lanter	Lanter	Lanter	Lanter	Lanter
Height	39"	39"	39"	39"	28 1/2"	22 1/2"	10 1/2"
Width	22"	30"	22"	30"	18"	10"	7 1/2"
Depth	30 1/2"	30 1/2"	31"	31"	24"	24 1/2"	9 1/2"

Model	ICD 2300	ICD 2300	2400	182	212
Manufacturer	Lanter	Lanter	Lanter	Convel	Convel
Height	38 1/2"	38 1/2"	34 1/2"	14"	14"
Width	23"	28"	23"	18"	21"
Depth	23"	28"	23 1/2"	22"	22"

Manufacturer	Manufacturer / Assembler
NOTE: Need to specify how many non-credit buttons needed	36"
	48"
	56"



Coca-Cola and Northwest Missouri State University Exhibit H, Equipment



REVOLUTIONIZE YOUR BEVERAGE BUSINESS TO GROW BEVERAGE PROFITABILITY

COCA-COLA FREESTYLE® WILL:

- » **Delight Your Guests**
- » Satisfy your guests' desire for variety with 100+ beverage choices. These include:
 - 80+ brands that can only be found on Coca-Cola Freestyle
 - 70+ low-/no-calorie brands
 - 90+ caffeine-free brands
- » Elicit higher overall liking, beverage taste and beverage variety from consumers than our legacy fountain system*

Deliver Operational Ease

- » Reduce backroom space requirements
- » Optimize uptime with troubleshooting features such as ingredient fill gauges and automated inventory management tasks
- » Maintain high-level service and operations performance

Drive Your Profits

- » Impact consumers' choice of restaurants (70+% of Coca-Cola Freestyle consumers say Coca-Cola Freestyle played a part in their restaurant choice)*
- » Attract sought-after demographics, including 15 to 34-year olds, Hispanic and African American consumers*
- » Grow your fountain servings, total beverage servings, total store transactions, total store revenue and bottom line*

DRIVE YOUR PROFIT
Over two years of test results reveal that Coca-Cola Freestyle drives Total Outlet Profitability through three key profit levers



Customer
Coca-Cola Freestyle drives beverage incidence increases with special results of:
• +6-12% for all beverages
• +7% on higher for Fountain drive

Staff
Coca-Cola Freestyle drives traffic increase - especially when you sell people about it - leading to increased beverage and food profits.
* More of our top 1000 - +2.0%
* With more +5.0%

Guest
Consumers are willing to pay more for the variety, unique brands, and quality of a Coca-Cola Freestyle beverage*
* When customers look price, median beverage serving, incidence and traffic, more frequent sell, frequency (range - 0 to 50 cents, 10 cents typical)

FREESTYLE AWARDS
• 2011 National Restaurant Association Kitchen Innovation Award
• 2011 Edison Award
• Gold Beer/Ken Product
• Excellent Tech of Trends
• Forbes.com (2011)



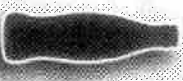
*As determined in market testing programs. Coca-Cola and Freestyle data. ©2011 Freestyle system. All rights reserved. ©2011 The Coca-Cola Company. All rights reserved.

Coca-Cola and Northwest Missouri State University

Exhibit H, Equipment

Equipment Transition

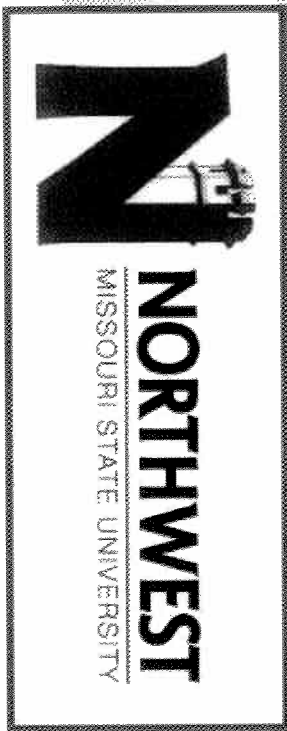
- In order to facilitate a rapid transition from the current beverage supplier, Coca-Cola Refreshments will begin by replacing current equipment on a one-for-one basis with new (or like-new) state-of-the-art machines. In the future, Coca-Cola will make recommendations to optimize equipment placements based on volume and traffic patterns.
- Upon reward of the contract, Coca-Cola will appoint an installation transition lead to collaborate with a designated Northwest Missouri State University official to establish the following:
 - A joint conference call routine to provide updates on planned activities.
 - Prioritization of equipment replacement based on the University's needs
 - Coordination with removal of current beverage supplier's equipment to mitigate disruption of service for students and faculty
- Coca-Cola will strive to have all equipment installed on campus prior to the start of the fall semester 2013.



Coca-Cola Refreshments
Midwest Region

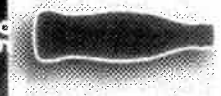


Exhibit 1, Products Proposed



Coca-Cola Brands by Package

12 OZ CANS	20 OZ BOTTLES	2 LITERS	1 LITER BOTTLES	7.5 OZ CANS	8 OZ GLASS BOTTLES	Mexicana Coke	8.5 OZ ALUMINUM BOTTLES
Coca-Cola Classic	Coca-Cola Classic	Coca-Cola Classic	Coca-Cola Classic	Classic	Coca-Cola Classic	Coca-Cola Classic	Coca-Cola Classic
Coca-Cola Zero	Coca-Cola Zero	Coca-Cola Zero	Diet Coke	Coke Zero	Diet Coke	Fanta Orange	Diet Coke
Caffeine-Free Coca-Cola	Diet Coke	Diet Coke	Sprite	Diet Coke	Sprite	Sprite	Sprite
Diet Coke	Caffeine Free Diet Coke	Caffeine Free Diet Coke	Seagram's Diet Tonic	Sprite	Seagram's Diet Tonic	Sprite	Sprite
Caffeine-Free Diet Coke	Diet Coke Lime	Diet Coke Lime	Diet Coke Lime	Sprite Zero	Seagram's Club Soda	Sprite Zero	Sprite Zero
Diet Coke Lime	Sprite	Sprite	Seagram's Tonic Water	Fanta Orange	Seagram's Ginger Ale		
Sprite	Sprite Zero	Sprite Zero	Mello Yello				
Sprite Zero	Mello Yello	Mello Yello	Mello Yello				
Mello Yello	Mello Yello Zero	Cherry Coke	Cherry Coke				
Mello Yello Zero	Vanilla Coke	Cherry Coke Zero	Cherry Coke Zero				
Vanilla Coke	Cherry Coke	Barq's Root Beer	Barq's Root Beer				
Vanilla Coke Zero	Cherry Coke Zero	Fanta Orange	Fanta Orange				
Cherry Coke	Barq's Root Beer	Fuze Sweet w/Lemon	Fuze Sweet w/Lemon				
Cherry Coke Zero	Fanta Orange	CF Coke Classic	CF Coke Classic				
Diet Cherry Coke	Fanta Grape	Fresca	Fresca				
Barq's Root Beer	Fanta Strawberry	Seagram's Diet Ginger Ale	Seagram's Diet Ginger Ale				
Barq's Diet Root Beer	Pibb Xtra	Minute Maid Lemonade	Minute Maid Lemonade				
Fresca	Fuze Lemon Tea	Minute Maid Pink Lemonade	Minute Maid Pink Lemonade				
Fresca Black Cherry	Fuze Diet Lemon Tea	Seagram's Ginger Ale	Seagram's Ginger Ale				
Fresca Peach	Fuze Honey Green Tea						
Fanta Orange	Fuze Strawberry Tea						
Fanta Orange Zero							
Fanta Grape							
Pibb Xtra							
Pibb Zero							
Seagram's Ginger Ale							
Seagram's Diet Ginger Ale							
Seagram's Seltzer							



Coca-Cola Brands by Package

VITAMINWATER	VITAMINWATER ZERO	POWERADE	POWERADE ZERO	DASANI	DASANI FLAVORS	EVIAN	SMARTWATER
32 oz Bottle	20 oz Bottle	32 oz Bottle	32 oz Bottle	300 ml Bottle	20 oz Bottle	500 ml Bottle	700 ml Bottle
Power-C (dragonfruit)	XXX(acai-blueberry-pomegranate)	Mountain Blast	Strawberry	12 oz Bottle	Lemon, Strawberry	16.9 oz Bottle	20 oz Bottle
Revive (fruit punch)	Squeezed (lemonade)	Fruit Punch	Grape	16.9 oz Bottle		1 Liter Bottle	1 Liter Bottle
Energy (tropical citrus)	Rise (orange)	Lemon-Lime	Mixed Berry	20oz Bottle			
XXX – (acai-blueberry-pomegranate)	Go-Go (mixed berry)	Orange	Lemon Lime	1 liter bottle			
20 oz Bottle	Power C (dragonfruit)	Grape	Orange				
Power-C (dragonfruit)	Revive (fruit punch)	Straw-lemonade	Fruit Punch				
XXX – (acai-blueberry-pomegranate)	Glow (Straw-guanabana)	Melon					
Revive (fruit punch)		20 oz Bottle	20 oz Bottle				
Energy (tropical citrus)		Mountain Blast	Fruit Punch				
Essential (orange)		Fruit Punch	Grape				
Focus (kiwi-strawberry)		Lemon-Lime	Mixed Berry				
Spark (grape-blueberry)		Orange					
Defense (raspberry-apple)		Grape					
Squeezed (lemonade)		Straw-lemonade					
		12 oz Bottle					
		Mountain Blast					
		Fruit Punch					
		Grape					
		Orange					



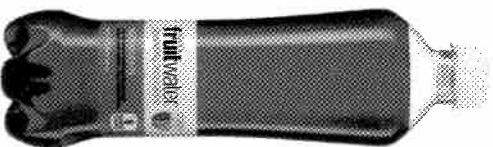
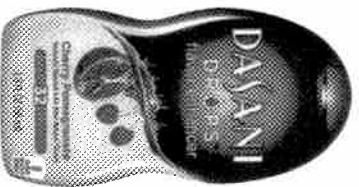
Coca-Cola Brands by Package

MINUTE MAID JUICES	MINUTE MAID ENHANCED	MINUTE MAID DRINKS	FIZZ BLEND DRINKS	CAMPBELL'S JUICES	GOLD PEAR TEA	HONEST TEA	PEACE TEA
450 ml Bottle	12 oz Bottle	20 oz Bottle	16.9 oz Bottle	12 oz Bottle (100%)	18.5 oz PET	16 oz PET	23 oz can
Orange Juice	Strawberry Kiwi	Lemonade	Slenderize Tropical Punch	V8	Sweetened	Honey Green Tea	Green Tea
Apple Juice	Pomegranate Berry	Pink Lemonade	Slenderize Cran-Raspberry	V8 Spicy	Lemonade Tea	Peah White Tea	Sweet Lemon Tea
CranApple Raspberry		12 oz Can	Slenderize Strawberry Melon	Fusion Cranberry-Blackberry	Diet Sweetened	Half & Half	Caddyshack
CranGrape		Lemonade	Slenderize Blue Raspberry	Fusion Straw. Banana	Unsweetened	Pom Blue Ade	Razzelberry Tea
Strawberry Passion		Pink Lemonade	Slenderize Pomgite Bry	Fusion Pomegranate Blueberry	Green Tea	Orange Mango Ade	Texas - Style Sweet
Ruby Red Grapefruit		Fruit Punch	Refresh Peach Mango			Superfruit Punch	Team Pack Lemonade
Fruit Punch		Light Lemonade	Refresh Banana Colada	16 oz Bottle		Zero Lemonade	Cranberry
10 oz Bottle (100%)				Splash Berry Blend		Honey Green Tea	Green Tea
Orange Juice				Splash Strawberry Kiwi		Not to Sweet	
Apple Juice				Splash Tropical Blend			
Mixed Berry				Splash Fruit Medley			



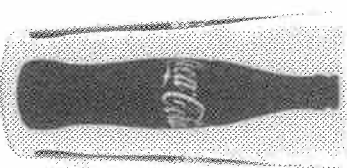
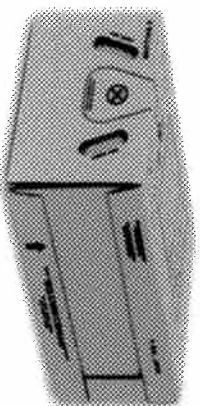
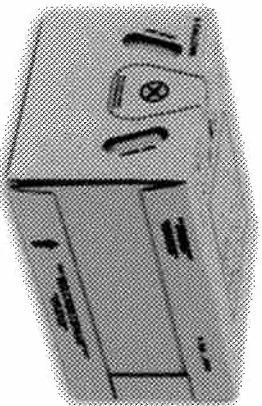
Coca-Cola Brands by Package

Powerade Drops	Dasani sraprs	Fruit Water	Core Power	Zico Coconut Water
3 oz Bottle	1.9 oz Bottle	16.9 oz Bottle	11.5 oz Bottle	14 oz Bottle
Zero Fruit Punch	Strawberry Kiwi	Watermelon Punch	Light Chocolate	Natural
Zero Mtn Berry	Pink Lemonade	Blackberry Raspberry	Light Strawberry Banana	Pineapple
Zero Orange	Cherry Pomgit	Lemon Lime	Chocolate	Chocolate
	Grape	Orange Mango	Vanilla	
	Pineapple Coconut	Strawberry Kiwi		
	Mixed Berry			



Coca-Cola Brands by Package

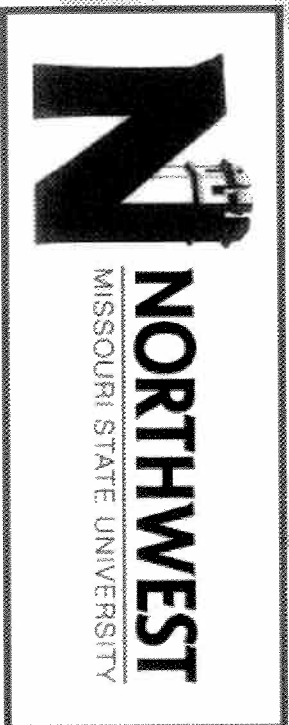
FULL THROTTLE	NOS	WORK ENERGY SHOTS	5.0 GALLON BIB	2.5 GALLON BIB	2.5 GALLON BIB (Premium)	2.5 GALLON BIB (Miners)	CUPS AND LIDS
16 oz Can	16 oz Can	2oz Bottle	Coca-Cola Classic	Coca-Cola Zero	Gold Peak Unsweetened	Orange Juice	16 oz Paper Cups (1000)
Full Throttle	NOS	Original	Diet Coke	Caffeine Free Diet Coke	Gold Peak Sweetened	Cranberry Juice	24 oz Paper Cups (1000)
Full Throttle Red Berry	NOS Grape	Extra Strength	Sprite	Cherry Coke	Gold Peak Green	Pineapple Juice	32 oz Paper Cups (480)
Full Throttle Agave Azul	NOS Loaded Cherry		Pibb	Sprite Zero	Gold Peak Raspberry		12/16/24 oz Plastic Lids (2000)
	NOS Charged Citrus			Mello Yello	Minute Maid Lemonade		32 oz Plastic Lids (960)
	NOS ZERO			Bard's Root Beer	Minute Maid Light Lemonade		
	22 oz Bottle			Barq's Red Cream	Hi-C Flashin' Fruit Punch		
	NOS			Fanta Strawberry	Hi-C Poppin' Pink Lemonade		
	Active Acai - Biby			Fanta Orange	FUZE Peach Tea		
	Active Rasp - Lemon			PowerAde Mtn. Blast	FUZE Raspberry Tea		
	Active Fruitt Punch			PowerAde Fruit Punch	FUZE Sweet Tea		
					FUZE Unsweet		



Coca-Cola
Refreshments
Midwest Region



Exhibit J, Marketing



Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

Marketing and Promotional Support

Marketing Committee

As outlined in the Opportunities and Amenities exhibit of our proposal, Coca-Cola Refreshments proposes the creation of a marketing committee with Coca-Cola and Northwest representatives to jointly propose and approve promotions on campus. Funding of these promotions would come from the annual allocated budget. Additionally, there will be national promotions available to Northwest which will be free to Northwest. Examples of each are included in this section

Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

The Right Brand, Package & Message

Having the right portfolio of products is only the first step. To truly grow your business, we need to delve into how and why students are consuming various beverages. Coca-Cola has extensive resources in identifying **CONSUMER INSIGHTS** and their implications to achieve success.

These insights will influence:

- Points of Availability on campus
- Brand Recommendations
- Equipment Recommendations
- Consumer Messaging through Point of Sale

Coca-Cola EDUCATION COLLEGE CAFETERIA/EAT & DRINK

NEW CONCEPTS | Suggested Pricing | Equipment Brands | Business & Case | Cafeteria Programming | Look of Success | Customer Messaging | Specialty

COCA-COLA

CONDENSED AND VARIANTS

ENTRANCES





2013 GAMEPLAN

FIND ADDITIONAL RESOURCES AT COCA-COLA.COM

Coca-Cola and Northwest Missouri State University Exhibit J, Marketing

Coca-Cola's College & University Marketing Programs

To help enhance Coca-Cola's "Look of Success", each year the company develops a marketing calendar for the college and university channel. This marketing calendar is geared around brands and events that are relevant and important to college and university students. After collaboration with the university these programs are implemented at key outlets on campus.

On-Premise Priority Channels	T-1			
	JAN	FEB	MAR	APR
College & University				

National Campus Marketing Examples

Up-front calorie labeling. Easy any way you look at it.

As of 1/1/12, only one of the 100 largest U.S. colleges (3%) had up-front calorie labeling on its food service menu. By 1/1/13, that number had risen to 15%. The 2012 survey was conducted by the Center for Communications Programs at the University of Michigan. For more information, visit www.ccp.umich.edu.



A 90-calorie can. Just the right fit for the Goldilocks in all of us.

90-calorie cans are available in 12 oz. and 16 oz. sizes. For more information, visit www.coca-cola.com.



Everything in moderation. Except fun, try to have lots of that.

For more information on campus programs, visit www.coca-cola.com. For more information on campus programs, visit www.coca-cola.com.



Enjoy hundreds of miles of newly restored trails. Whistling is encouraged.

For more information on campus programs, visit www.coca-cola.com. For more information on campus programs, visit www.coca-cola.com.

Part bottle. Part Mother Nature. All progress.

For more information on campus programs, visit www.coca-cola.com. For more information on campus programs, visit www.coca-cola.com.



Recycling. Renewing. Reducing. Re-just about everything.

For more information on campus programs, visit www.coca-cola.com. For more information on campus programs, visit www.coca-cola.com.

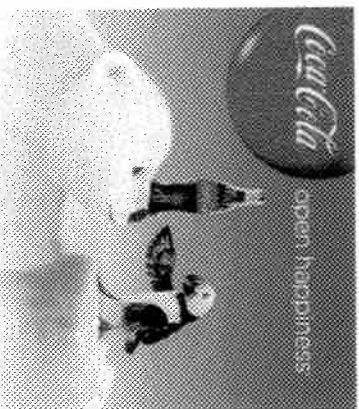
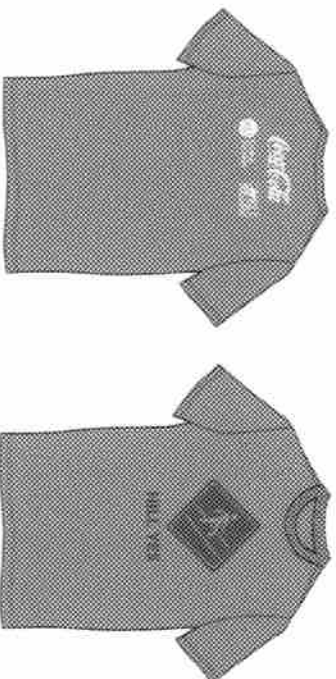


Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

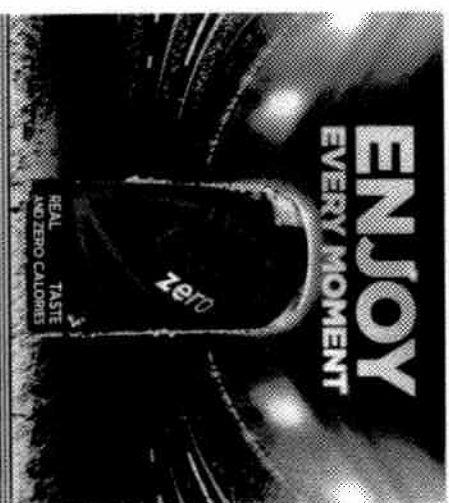
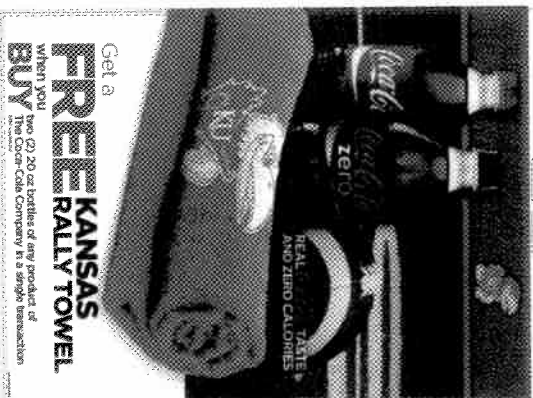
Local College Marketing and Promotional Examples

Below are just a few examples of the types of marketing programs created and activated by the local Coca-Cola team.



FREE Coca-Cola Polar Bear Hat when you buy two (2) 20oz Coca-Cola Products.

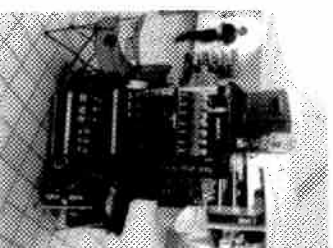
Get the Polar Bear Hat by VINI. Polar Bear Hat is available while supplies last. See store for details.



ENTER FOR A CHANCE TO **WIN** A UNIVERSITY OF KANSAS MINI DORM FRIDGE

See store for details.

A mini dorm fridge is shown.



Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

Local College Marketing and Promotional Examples



KU Rain Barrels on Parade

COCA-COLA • KU ENVIRONS • KU DINING SERVICES
STUDENT UNION ACTIVITIES • KU BOOKSTORE
KU CENTER FOR SUSTAINABILITY

I wanted to express my sincere appreciation and pride in all of you who stepped up and assisted us in the KU Rain Barrels on Parade Auction/Earth Day Event. As a first time project, we were not sure what to expect but I feel the committee did an outstanding job in the planning, organizing and implementing the rain barrel project. And it took the KNU & KU Dining teams as well as our Coca-Cola and Sysco partners to help us pull it off and make it a shining success!!! Once again! Thank you all for donating your time, talents, products and expertise to last night's event. We took in \$1, 455.00 to donate to the maintenance of the KU Student Rain Garden!

I am pleased to be a part of such a professional and generous group!

Sheryl
Sheryl L. Kidwell, L.D.
Assistant Director
KU Dining Services
1301 Jayhawk Blvd.
Lawrence, KS 66045
Office-785-864-4627
Cell-785-423-0883
sherkid@ku.edu



Coca-Cola and Northwest Missouri State University Exhibit J, Marketing

Local College Marketing and Promotional Examples

FOR IMMEDIATE RELEASE

Kim Schemman
KU Environs
kurainbarrels@gmail.com
785.218.9488

Jeff Severin, Director
KU Center for Sustainability
jseverin@ku.edu
785.864-5804

Rain Barrel Auction Raises \$1500 for KU Student Rain Garden

Lawrence, Kansas – KU Memorial Unions presented a check for \$1,520 to the Center for Sustainability on May 1st to help support the KU Student Rain Garden. The money was raised at an April 23 auction featuring decorated rain barrels as part of the *KU Rain Barrels on Parade* initiative.

The fundraiser was coordinated by KU Environs with support from the KU Bookstore, KU Dining Services, Student Union Activities, the Center for Sustainability and Coca-Cola. The kits and barrels were donated by Coca-Cola to reuse and repurpose syrup containers, and were decorated by students, faculty, staff, and community members.

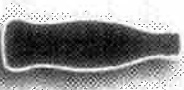
"We were extremely impressed by the creativity of those who donated their talents to decorating rain barrels," said KU Environs president Kim Schemman. "Not only will the rain garden benefit from the money that was raised, but community members are helping reduce storm water runoff and benefiting from the free water now collecting in barrels they bought at the auction."

The donation will be used to purchase garden tools, equipment, and supplies needed for maintenance, as well as new plants for the rain garden.

Located next to the Ambler Student Recreation Fitness Center, the KU Student Rain Garden is a native garden that was designed by students and is sustainably maintained by volunteers. Water from the rooftop of the building is distributed through the garden instead of flowing directly into the municipal storm drain system. This provides an opportunity for the water to infiltrate into the soil and be taken up by the plants, which reduces flow to the storm drain and improves water quality.

The garden was constructed in 2009 with funding from Student Senate, Recreation Services, and a grant from the Kansas Department of Health and Environment. However, the project does not have an ongoing source of funding. "This donation will go a long way in filling our current gap in annual maintenance needs at the garden," said Jeff Severin, director of the Center for Sustainability. "We are very grateful for the generosity of our community and the organizations that supported *KU Rain Barrels on Parade*."

For more information about the KU Student Rain Garden, visit www.sustainability.ku.edu/raingarden.

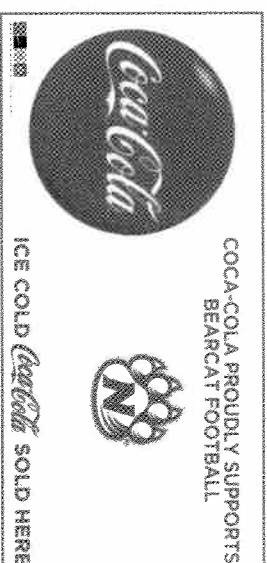
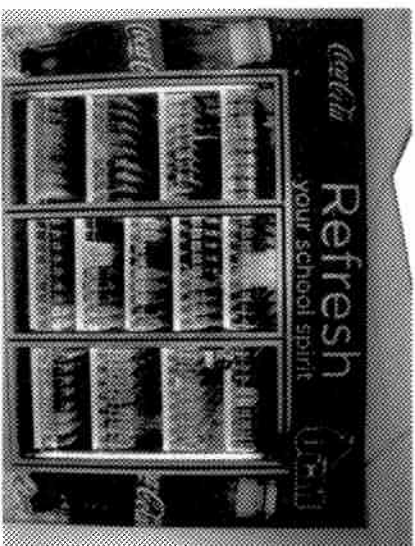
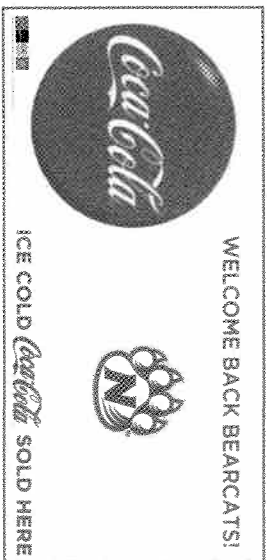


Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

Marketing and Promotional Support Coca-Cola Design Machine

Coca-Cola also offers free point of sale created by our internal design machine web site. Below are examples of some of the POS we can create for Northwest.

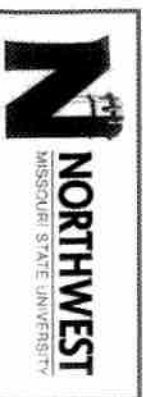


enjoy together

refreshments

SOFT DRINK	\$2.00	POTATO CHIPS	\$1.50
POULDER SAUSAGE	\$3.00	PIZZACONI	\$1.50
POULDER SAUSAGE WITH SAUSAGE	\$3.75	NACHOS & CHEESE	\$3.50
MACARONIS	\$4.00	PRETZEL	\$4.00
MACARONIS	\$3.00	CANDY BARS	\$1.50

REAL TASTE AND ZERO CALORIES



Coca-Cola and Northwest Missouri State University

Exhibit J, Marketing

A Simple Way to Increase Sales & Profit

Coca-Cola can help you drive sales and revenue through bundling and combo messaging. We will work with the Northwest using our design machine tool to create combo messaging, at no charge to the university, that will help increase sales and revenues.

Bundle three menu items

- Popular Entrée
- Profitable Side
- Drink option and/or bottle option

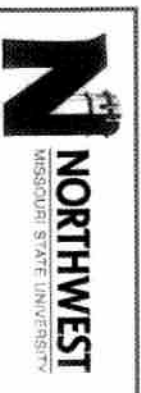
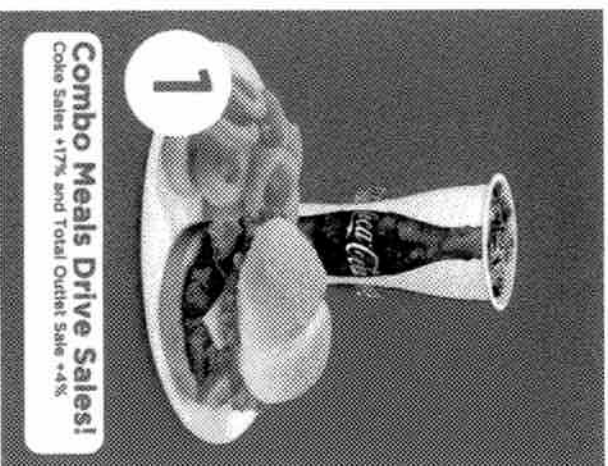
Slightly discount the bundle, typically 10% or you can bundle without a discounted price

Merchandise the convenience and value of combos in key areas

Offer more than one combo and name them by number

PROFIT OPPORTUNITY:

65% of consumers state that offering the “right” combos enhance their perception of an outlet and can influence their purchase decision.





**Purchasing
Department**

860.662.1177 office
860.662.1422 fax

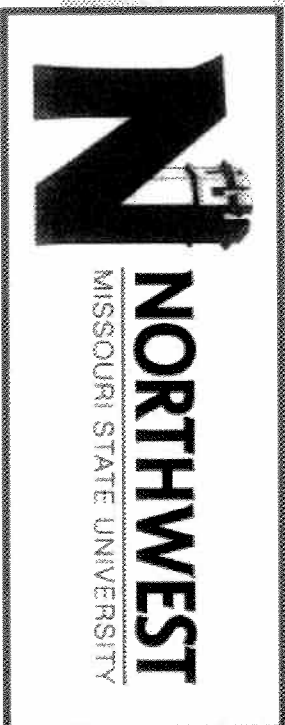
**EXCEPTIONS
NOT ACCEPTED
BY
NORTHWEST
MISSOURI
STATE
UNIVERSITY**

500 University Drive
Maryville, MO 64468-6001
www.nwmissouri.edu

Coca-Cola
Refreshments
Midwest Region



Exhibit K, Exceptions to RFP



Coca-Cola and Northwest Missouri State University RFP Response

Exceptions to RFP

Coca-Cola Refreshments' (CCR) noted exceptions and revisions to the RFP are set forth as outlined below.

TERMS and CONDITIONS

9. INVOICING AND PAYMENT

c. Notwithstanding the foregoing, Coca-Cola Refreshments' may assign this Agreement in connection with its reorganization or the sale of all or substantially all of its assets.

12. WARRANTY

Coca-Cola Refreshments takes exception with this section in its entirety. In lieu of the warranties in this section, we have provided the University a copy of Coca-Cola Refreshments' Product Warranty and Indemnity Agreement. (Exhibit ?)

GENERAL REQUIREMENTS

4. Contract Period

4.1 The contract shall not bind, nor purpose to bind Northwest Missouri State University for any contractual commitment in the excess of the original contract period.

Coca-Cola Refreshments takes exception and reserves the right to negotiate a volume commitment clause which may extend the agreement beyond the original contract period.

5. Contract Price

5.1 All prices shall be firm and fixed. Northwest Missouri State University shall not pay nor be liable for any other additional costs including but not limited to taxes, shipping charges, insurance, interest, penalties, termination payments, attorney fees, liquidated damages, and/or installation costs.

Coca-Cola Refreshments takes exception and reserve the right to increase prices more than the maximum price increase stated in Attachments A, A1, A2 and B in the event of an increase in a component of CCR's cost of goods, manufacture or delivery, or increases in taxes, deposits and other government related fees in which case CCR may increase prices to cover such increased costs.



Coca-Cola and Northwest Missouri State University

RFP Response

Exceptions to RFP

Coca-Cola Refreshments' (CCR) noted exceptions and revisions to the RFP are set forth as outlined below.

19. Indemnification of Northwest Missouri State University - Northwest Missouri State University Vehicles and Otherwise.

Coca-Cola Refreshments takes exception with this section in its entirety and proposes the following:
Indemnification Rights

University Indemnification Obligations. University agrees to defend, indemnify, and hold Contractor harmless from and against all claims, suits, liabilities, costs, and expenses, including reasonable attorneys' costs and fees related to: (i) University's material breach of this Agreement; (ii) for injury to, including death of, persons (whether they be third persons or employees of any of the parties hereto) or any loss of or damage to property in any manner arising from, the rights conveyed herein; and (iii) all claims, demands or litigation alleging that any of the University Marks violates or infringes on trademarks, trade names, copyrights, or other proprietary rights provided that such trade names, trademarks, and copyrights have been used in the exact manner provided by University, with the understanding that the obligations set forth above shall not apply to any loss or damage to the extent caused by the acts, omissions, or negligence of the party seeking to be indemnified.

Contractor Indemnification Obligations. Contractor shall defend, indemnify, and hold University harmless from and against all claims, suits, liabilities, costs, and expenses, including reasonable attorney's costs and fees related to: (i) Contractor's material breach of this Agreement; and (ii) for injury to, including death of, persons (whether they be third persons or employees of any of the parties hereto) or any loss of or damage to property in any manner arising from the negligence of Contractor, its employees, and agents in the course of their duties to Contractor with the understanding that the obligations set forth above shall not apply to any loss or damage to the extent caused by the acts, omissions, or negligence of the party seeking to be indemnified.

Indemnification Procedures. Whenever any party entitled to indemnification (the "Indemnified Party") pursuant to the previous paragraphs receives notice of any potential claim which may be subject to indemnity, such party shall promptly notify the party obligated to indemnify (the "Indemnifying Party"). The Indemnifying Party shall have the obligation to assume the defense of such claim by counsel designated by it and reasonably acceptable to the Indemnified Party, provided that the Indemnifying Party shall not settle or compromise any such claim, or consent to the entry of any judgment, without the written consent of the Indemnified Party, which consent shall not be unreasonably withheld. The Indemnified Party, its affiliates, employees and representatives, shall fully cooperate with and timely assist the Indemnifying Party with the defense of such claim. If the Indemnifying Party fails to assume the defense of such claim as soon as reasonably possible, in any event prior to the earlier of twenty (20) days after receipt of notice of the claim or five (5) days before the date an answer to a complaint or similar initiation of legal proceeding shall be due, the Indemnified Party shall have the right to undertake, at the Indemnifying Party's expense, the compromise or settlement of any such claim on behalf of and at the risk and expense of the Indemnifying Party.

Coca-Cola and Northwest Missouri State University RFP Response

Exceptions to RFP

20. Insurance

Coca-Cola Refreshments takes exception with this section in its entirety and proposes the following:

20.1 Contractor shall provide and maintain during the life of the contract insurance acceptable to Northwest Missouri State University which will afford protection and coverage in accordance with requirements set forth below.

Workmen's Compensation Insurance: Workmen's Compensation Insurance for all of its employees at the site of the project. shall include coverage under the "Occupational Disease Act" of the State of Missouri, in addition to the above requirements, if the operations of the Contractor are applicable thereunder. Workmen's Compensation Insurance shall comply in all respects with the requirements of the Statutes of the State of Missouri.

Public Liability and Property Damage Insurance: Public Liability and Property Damage Insurance in commercial general liability form as shall protect Contractor performing work covered by this contract from claims for damages for bodily injury, personal injury, including wrongful death, and from claims for property damage which may arise from the operations under the contract; and Commercial Automobile liability insurance including all trucks and automobiles used, whether owned or not, and whether such operations be by the Contractor or by anyone directly employed by them. The amount of insurance shall not be less than the following:

Public Liability and Property Damage (commercial general liability)

Each Occurrence	\$5,000,000
General Aggregate	\$5,000,000
Products/Completed Operations Aggregate	\$5,000,000
Medical payment each person	\$5,000

Commercial Automobile Liability and
\$1,000,000 combined single limit

Northwest Missouri State University shall be included as an "additional insured" on all Commercial General Liability and Commercial Automobile Liability insurance.



Coca-Cola and Northwest Missouri State University

RFP Response

Exceptions to RFP

Coca-Cola Refreshments' (CCR) noted exceptions and revisions to the RFP are set forth as outlined below.
Automobile Liability insurance.

Insurance Covering Special Hazards: The Public Liability and Property Damage Insurance policy or policies of the Contractor shall provide coverage for special hazards such as operation of material hoists, blasting or other use of explosives, and damage to underground property.

20.2 All insurance shall be procured through agencies and be written by insurance companies which are acceptable to and approved by the Director of Purchasing and shall be obtained and paid by Contractor.

20.3 Contractor shall provide insurance coverage that will be in effect and maintained for the life of the agreement. The Contractor shall furnish the Director of Purchasing a certificate of insurance, within thirty (30) days after receipt of the letter directing it to do so and hereafter at each contract renewal, showing that Contractor is covered by the required insurance and showing the type, amount, class of operations covered, effective dates and dates of expiration of the policies; and that Northwest Missouri State University is included as an additional insured on the Commercial General Liability and Commercial Automobile liability policies. The Contractor shall endeavor to provide thirty (30) days written notice to Northwest Missouri State University of any cancellation, non-renewal, termination, material change or reduction in coverage.

20.4 Neither the Contractor nor the Contractor's agents shall perform work on Northwest Missouri State University's property without the minimum insurance set forth herein being fully in force. There shall be no time extension granted for the Contractor's failure to maintain required insurance coverage.

20.5 It is understood and agreed that the insurance required by the provisions of this section is required in the public interest and that Northwest Missouri State University does not assume any liability for acts of Contractor, any subcontractor or their employees in the performance of the contract.

20.6 The Commercial General Liability insurance policy shall include a waiver of governmental immunity endorsement.

20.7 Any insurer or surety required of any provision anywhere in this Contract shall be rated by A.M. Best at a B+ or higher rating in their most recent publication.

Coca-Cola Refreshments
Midwest Region



Exhibit L, Bag-in-Box Pricing

