

McLennan Community College
Beverage Vending & Pouring Rights
RFP 21 11 253

VENDING PRICING	Coca Cola Southwest			Keurig/Dr. Pepper			Pepsico		
	Vend Price	Commission		Vend Price	Commission		Vend Price	Commission	
		Percentage	Earnings		Percentage	Earnings		Percentage	Earnings
DRINKS							*Flat \$25k pouring rights fee up to \$100k, 30% of gross revenue >\$100k		
12 oz. cans-carbonated	\$1.25	15.00%	\$0.19	\$1.00	42.00%	\$0.42	n/a		
20 oz. bottles-carbonated	\$1.50	35.00%	\$0.53	\$1.75	42.00%	\$0.74	\$1.75		
20 oz bottled water	\$1.50	35.00%	\$0.53	\$1.75	42.00%	\$0.74	\$1.75		
Fruit juice	\$2.25	20.00%	\$0.45	\$2.00	42.00%	\$0.84	\$2.00		
20 oz Sports drink	\$2.25	20.00%	\$0.45	n/a	n/a	n/a	\$2.00		
Energy drink	\$3.00	20.00%	\$0.60	\$3.00	42.00%	\$1.26	\$2.25		
FOOD VENUE PRICING	Coca Cola		Dr. Pepper		Pepsi				
	Per Case		Per Case		Per Case				
DRINKS									
12 oz. cans-carbonated		\$13.06		\$9.90		n/a			
20 oz. bottles-carbonated		\$29.09		\$21.60		\$19.80			
20 oz bottled water		\$18.35		\$11.40		\$13.25			
Fruit juice		\$28.26		\$11.00		\$14.67			
20 oz Sports drink		\$26.58		n/a		\$24.68			
Fountain Drink Syrup (5 gal)		\$94.30		\$94.30		\$91.90			
Energy drink, 16 oz		\$38.00		\$17.10		\$28.33/\$37.42			
Other Added Value Items	Coca Cola		Dr. Pepper		Pepsi				
Complimentary Product	100 cases, 12 oz cans or 16.9 oz Dansani		200 cases, 12 oz cans or 16.9 oz bottled water		no complimentary product offered				
Sponsorship fees	\$5k, annually (5 years)		\$15k, annually (5 years)		n/a				
Marketing funds	n/a		n/a		\$5k, annually, campus marketing initiatives				
Discretionary funds	n/a		n/a		\$5k, annually, discretionary				
Sideline Kits	n/a		n/a		\$2k Gatorade branded equipment for athletics				