

MU Beverage Guide

A guide to buying, selling, serving,
dispensing, and sampling beverages at MU

Fall 2006

The University of Missouri-Columbia has entered into three different beverage contracts: 1) a partially exclusive arrangement with Pepsi Americas for the campus/hospital fountain and retail packaged beverages; 2) vending machine service from Coca-Cola for the campus/hospital; and 3) exclusive arrangements with Coca-Cola and Gatorade for Athletic department operations. Information for each contract is described below.

All three contracts are valid through July 31, 2012 and may be renewed for two (2) additional five (5) year periods. Annually, contract pricing could change August 1st.

Questions regarding any of the contracts should be directed to the contract administrator, Adria Allen, Senior Buyer, MU Procurement Services, 882-7171 or adria@missouri.edu.

Campus/Hospital Fountain/Packaged Product Contract #A060606:

This contract has different requirements depending on the type of product and/or the using department's purpose.

Department Purchases

Since the campus/hospital contract is not fully exclusive, department purchases of packaged beverages not for resale (i.e. meetings, student groups, and special events) can be the brand(s) of their choice as long as University purchasing procedures and policies are followed. The only exception is when events are held in Athletic Facilities; only Coca-Cola brands can be sold, dispensed, served, or sampled regardless of the group sponsoring the event. See the Athletic contract information below for the definition of Athletic Facilities.

Fountain Beverages

Pepsi has exclusive rights to provide the fountain beverages for the campus and hospital.

Retail Packaged Beverage Product Sales

Pepsi has the right to have at least 75% of the packaged product SKUs (item numbers) available in on-campus beverage provider operations. A retail beverage operation must have available at least 75% of the packaged product SKUs represented as Pepsi brands and the other 25% can be any other brand mix of the operation's choice.

Retail Beverage Operations include but are not limited to the following:

Campus Dining Services:

Six (6) residential dining facilities

- Baja Bingham
- Dobbs Pavilion
- Eva J's
- Mark Twain Market
- Plaza 900
- Rollins

Four (4) convenience stores

- Mizzou Market - Blair Oasis
- Mizzou Market – Brady
- Mizzou Market – Clark Hall
- Mizzou Market – Hitt Street

Seven (7) retail operations

- Bookmark Cafe
- Brady Food Court
- Catalyst Café
- Red Hall Beverage Co.
- T.A. Brady's
- Thirsty Tiger
- Union Square/Applause!

University of Missouri Health Care:

University Hospital – five (5) operations

- Main Kitchen
- Cafeteria
- Main Street Café
- Main Street Catering
- Medtique Gift Shop

Ellis Fischel Cancer Hospital two (2) operations:

- Four Seasons Gift Shop
- Archway Café

Quarterdeck Building
Columbia Regional Hospital
Missouri Rehabilitation Center, Mt. Vernon, MO

Other:

Bucks Ice Cream shop
General Stores Warehouse
Hotel Restaurant Management School
Recreational Services
University Catering
University Club

Campus/Hospital Vending Machine Service Contract #A062206:

Coca-Cola has the exclusive rights for providing vending machine service to the campus and hospital. Issues or problems with machines should be reported to 884-VEND (8363).

Exclusive Athletic Beverage Contract #A072005:

This contract is split into two separate categories of beverages and each includes fountain beverages, packaged products, and vending machine service.

Soda, Water, Tea, Juices

Coca-Cola has exclusive rights for soda, water, tea, and juice categories of products for Athletics. Only Coca-Cola products can be sold, dispensed, served, or sampled in the

Athletic Facilities. These facilities are defined as follows: any University of Missouri-Columbia intercollegiate athletic facilities, including but not limited to Mizzou Arena, Memorial Stadium, Hearnes Center, Amphitheater at Mizzou, Simmons Field, Walton Stadium, Green Tennis Center, training facilities, and locker rooms and the grounds immediately surrounding these buildings, plus any and all other buildings, facilities, or grounds which may be acquired or constructed during the term of the agreement and which are operated by or in conjunction with the intercollegiate athletic operation. The Al Gustin Golf Course and the Student Recreation Center are not considered University of Missouri-Columbia intercollegiate athletic facilities; however, officially sanctioned athletic functions may be held in these facilities and on such occasions these facilities shall be considered Athletics Facilities

Isotonic

Only Gatorade isotonic products can be sold, dispensed, served, or sampled in the Athletic Facilities.