

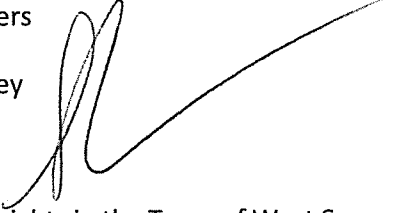
TOWN OF WEST SENECA



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TOWN SUPERVISOR
SHEILA M. MEEGAN
TOWN COUNCIL
EUGENE P. HART
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TO: Honorable Town Board Members
FROM: Shawn P. Martin, Town Attorney
DATE: June 20, 2011
RE: Bid for Beverages and Pouring rights in the Town of West Seneca



For your consideration is the bid of Coca Cola of Buffalo in response to our RFP. Coca Cola of Buffalo was the only bidder. If you approve, kindly authorize the Supervisor to enter into a contract with Coca Cola of Buffalo for Providing Beverages and Pouring rights in the Town of West Seneca for a period of 3 years, from July 1, 2012 through June 30, 2015.

JUN 25 2012
5.

Partnership with

This is a Three year agreement beginning July 1, 2012 and terminating on June 30, 2015.

This agreement is based on an estimated volume of 1,100 cases/year and exclusivity throughout Town of West Seneca to include all concession, sports organizations and all other vendors and groups utilizing the Town building and properties. If yearly volume falls below 1,000 cases, support money will be re evaluated. Coca-Cola will agree to provide equipment to town facilities that meet the minimum volume requirements.

The Coca-Cola Bottling Company of Buffalo will provide The Town of West Seneca the following yearly support:

- SUPPORT MONEY**
Paid every July
\$2,000 per year
\$6,000 over the 3 yr. term
- YEARLY REBATE**
Rebate paid on all cases
(excepted donated or returned cases)
Paid every July
\$1.00 per case, Estimated yearly rebate* = \$1,100
\$3,300 over the 3 yr. Term*
- FULL SERVICE COMMISSION**
\$1,425 per year
\$4,275 over the 3 yr. Term

Coca-Cola's Three Year Contribution = \$13,575

*projected yearly volume is 1,100 cases



Full Service Vending Commission

	Estimated Volume	Retail	Comm.		Profit Per Year
			Rate	Rate	
20 oz. Beverages	150	\$1.25	\$8.00	\$1,200.00	
12 oz Beverages	45	\$1.00	\$5.00	\$225.00	
Totals	195			\$1,425.00	

\$ 1,425 projected yearly profit

\$ 4,275 projected profit over 3 year term



2012 Pricing

	<u>Case Cost</u>	<u>Unit Cost</u>
20 oz. Carbonated	\$19.95 + Dep.	\$.83 + Dep.
20 oz. MM, Nestea & Loganberry	\$19.95	\$.83
20 oz. Vitamin Water	\$25.75	\$1.07
20 oz. PowerAde	\$18.50	\$.77
20 oz. Dasani	\$12.00 + Dep.	\$.50 + Dep.
15.2 oz. Minute Maid	\$25.50	\$1.06
16 oz. Energy Drinks	\$36.00 + Dep.	\$1.50
16.9 oz. Gold Peak (12 pack)	\$13.25	\$1.10
Calypso and 16 oz. Honest Tea (12 pack)	\$14.75	\$1.23
16.9 oz. Fuze (12 pack)	\$14.50	\$1.21

PRICING IS SUBJECT TO CHANGE DUE TO MARKET CONDITIONS

