



2019 Neighborhood Market Association PepsiCo Partnership

1 **PepsiCo LRB portfolio leads with Nat'l brands**



2 **Consumers prefer PepsiCo; Pepsi brands are clear Share leaders in key product categories**

3 **NMA Members Reward Benefits; 2019 worth thousands of dollars in cash and savings**

Partner Rewards ; Cooler and Cold Vault Programs

Starbucks CT Free Fill Program 3 Cases 13.7oz New Placement Only 2019 Medal CDA execution must be in place for pay out	Rockstar GDM 12 Free Fill Program 8 Cases Retail Value \$478 New Placement Only 2019 Medal CDA execution must be in place for pay out	Rockstar CT Free Fill Program 3 Cases Retail Value \$179 New Placement Only 2019 Medal CDA execution must be in place for pay out		
Hydration GDM 12 Placement Rewards Bonus 4 Cases of 20oz Aquafina Qtr Free Fill : 2 cases Propel, 2 Cases Bubbly, 2 cases Schweppes 2019 Medal CDA execution must be in place for pay out	Hydration 4 Shelf Cold Vault Bonus 8 Cases of 20oz Aquafina Qtr Free Fill : 2 cases Propel, 2 Cases Bubbly 2019 Medal CDA execution must be in place for pay out	Hydration GDM 26 Placement Rewards Bonus 8 Cases of 20oz Aquafina Qtr Free Fill : 2 cases Propel, 2 Cases Bubbly, 2 cases Schweppes 2019 Medal CDA execution must be in place for pay out		

Brand Funding : worth thousands in customer payments

	Full Door + Promotion			Full Door + Pure Play
	Fuel, Amp, Tripleshot			70% of category space
				Cold Vault + Pure Play

4 **PEPSI NATION Purchase Rewards; The more you buy, the more prizes you get**

Contact your local PepsiCo representatives to sign the new 2019 NMA/Pepsi partnership. Execution requirements as part of the NMA program
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