



City of Muscatine

ITEM NUMBER 2023-0008

AGENDA ITEM SUMMARY

DATE: 1/5/2023

STAFF

Richard Klimes, Parks and Recreation Director
Brian Kuddes, Golf Professional

SUBJECT

Request to Approve a Golf Clubhouse Beverage Contract with the Atlantic Coca-Cola Bottling Company for the Golf Course Clubhouse

EXECUTIVE SUMMARY

The Parks and Recreation Department requests approval of a 5-year agreement with Atlantic Coca-Cola Bottling Company for the Golf Course Clubhouse. Coca-Cola and Pepsi both submitted bids and the Coca-Cola bid has been determined to be the bid that is in the best interest of the city.

STAFF RECOMMENDATION

At this time, City staff would recommend the approval of the Atlantic Coca-Cola Bottling Company bid.

BACKGROUND/DISCUSSION

Atlantic Coca-Cola Bottling Company is our current provider for non-alcoholic beverages at the golf course. Our current contract ends at the end of this calendar year. There have been no issues with delivery and repair services. They are very easy to get in contact with and our rep has made special trips down to us with products in his vehicle to help us when we are in a bind. They are willing to update any and all equipment and signage in the clubhouse with the new contract as well.

Atlantic Coca-Cola Bottling Company is located in Walcott, Iowa and the sales rep we have is for the Muscatine area only.

CITY FINANCIAL IMPACT

Atlantic Coca-Cola Bottling Company offered an annual rebate of \$3000 per year for each of the years over the 5-year agreement, as well as an annual marketing fund of \$300. Pepsi offered a \$500 rebate. Prices per case of soda and sports drinks will decrease in 2023

compared to what we paid in 2022. Bottled water and tea will see a slight increase but we should be able to keep our retail prices the same and see slightly better margins in 2023.

ATTACHMENTS

1. Coca Cola Submittal Sheet and Bid

City of Muscatine
Muscatine Parks and Recreation Department
Request for Proposal – Golf Course Beverage Supplier

Submittal Sheet

Name of Vendor: Atlantic Coca Cola Bottling Company

Contact Person: Cale Bral

Business Address: 2900 N Plainview Road, Walcott, IA 52773

Business Phone Number: 3193891561

1. Explain your beverage business experience: We are a long time family/local owned
bottler and proud supplier for the Muscatine Parks & Rec Dept

2. Please list three (3) business references that we may contact:

1. Augustana College
2. Clinton LumberKings
3. Rhythm City Casino

3. Are you able to meet the minimum requirements of the "Scope of Services"?
Yes x No _____ (If no, please explain in detail) _____

4. Are you able to submit the following information with your proposal?

- a. Complete and detailed product list: Yes x No _____
- b. Complete and detailed unit price list: Yes x No _____
- c. Recommended retail unit pricing: Yes x No _____

5. Can you obtain a minimum of \$500,000 general liability insurance with the City
named as additional insured? Yes x No _____

6. Can you and will you provide a concession trailer or unit if requested?

Yes _____ No ☒ If so, please describe the unit you would provide:

Unfortunately we do not have a concession trailer. However we have portable equipment we can provide for special events.

7. Please list and explain your preference on the term of the agreement. Please explain any pricing changes in relation to length of the agreement:

3 years _____ 4 years _____ 5 years ☒

8. Are you capable of providing customer service support for equipment and product within 24 hours of being notified? Yes ☒ No _____

9. If awarded the agreement, what lead time would you need in order to deliver the equipment and products requested?

Already on site

10. Please list any additional services that you could and would provide. Please be specific:

We feel that we have enjoyed a great partnership with Muscatine Golf and hope to

continue that partnership!

11. Please list any incentives that you could and would provide to The City of Muscatine for receiving an exclusive beverage contract at the Municipal Golf Course. Please be specific:

We have decreased our pricing as well as increased our annual sponsorship!

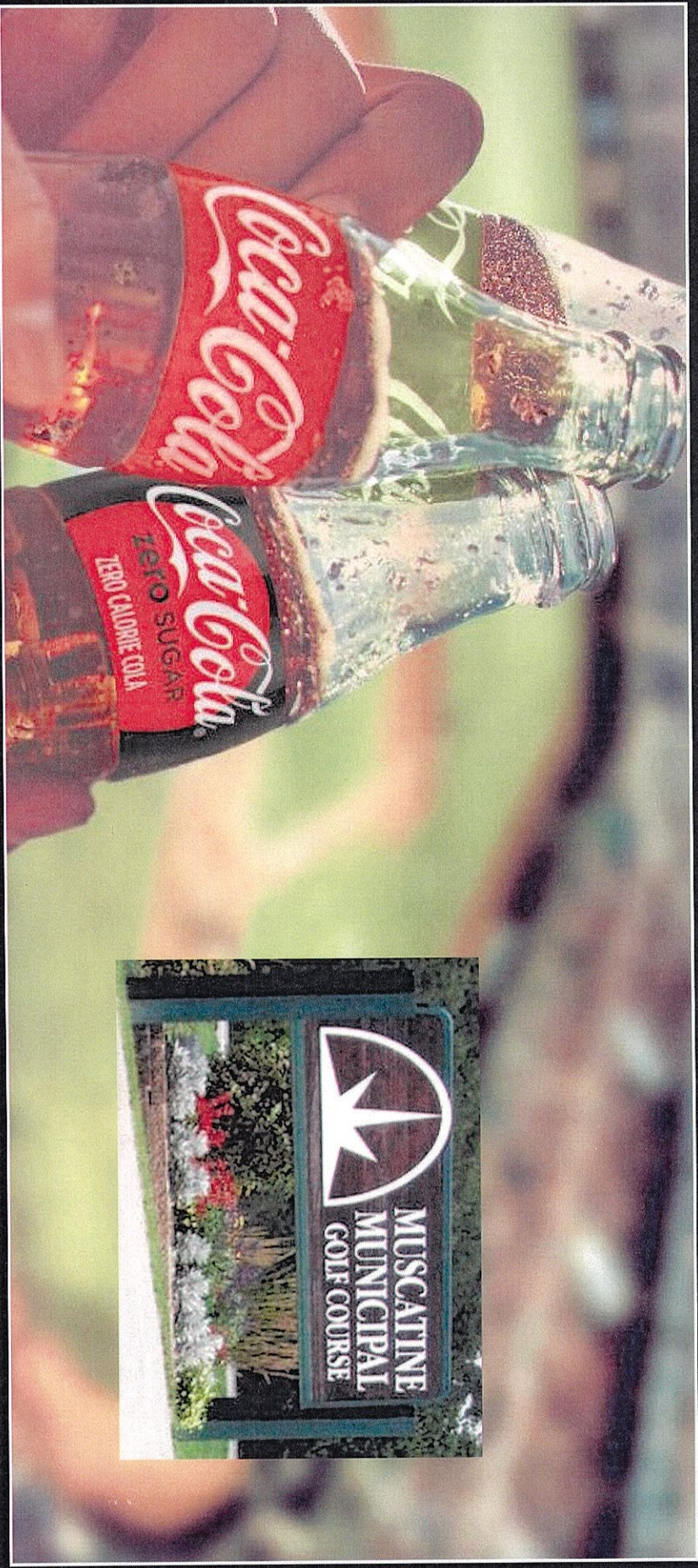
Contact Person: Cale Bral

Phone Number: 319 389 1561

Authorized Signature: Cale Bral

Date: 12/13/2022

*****Proposals are due at 2:00pm on Thursday, December 15, 2022*****



Muscatine Municipal Golf Course



THANK YOU!

for the opportunity to be the
exclusive Beverage Partner at

**Muscatine Golf
Course**



Coca Cola Team Contacts

Coca Cola North America
Operating Unit

Territory Sales Manager

Rick Masters

319 850 5432

Rick is your one-point contact for Coca-Cola including delivery, marketing, equipment, new products, escalated mechanical service issues, and emergency delivery requests.

Mechanical Service Contact

Robert Cox

563 506 1312

Atlantic Bottling Leadership

Senior TSM FSOP

Steve Schimmel

309 721 0666

Steve is located in the Quad Cities and direct oversight for all sales and service for the Quad Cities Market. This structure ensures quick response to all opportunities.

FSOP - Director

Cale Bral

319-389-1561

Direct oversight for all activity for the FSOP in Eastern Iowa



ON PREMISE

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Resources Provided to Support your Goals



Proprietary insights, leading-edge analytics, and a broad array of industry, consumer, guest, and topical resources that compliment your knowledge base.

Trends
Analytics
Ideas



Best in class network of experts and partners across a breadth of disciplines applied to support your objectives.

In-field support
Topical SMEs
Partnerships



A growing and evolving portfolio of leadership brands and categories with broad reach and relevance across consumer occasions supported by exceptional consumer marketing.

Leading Brands
Category Innovation
Evolving Platforms



Proactive and differentiated programs designed to grow your business leveraging the latest insights, tools and marketing assets.

Brand Programs
Marketing Assets
Digital Solutions



An unmatched collection of operational toolkits that drive results. Innovative equipment, high-quality products, readily available support and cutting-edge solutions.

Operational Toolkits
Merchandising Solutions
End-to-End Support



Consumers Love The Coca-Cola Portfolio

Coca-Cola North America
Operating Unit

Our Portfolio Leads The Category For Weekly+ Consumption

Share Point Gap vs Coca-Cola



TOCC Net



PBNA Net

General
Population

67%

-5 pts



Gen Z
(13-24)

78%

-5 pts



Millennials
(25-39)

72%

-7 pts



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Coca-Cola Sparkling Portfolio Is #1 For Weekly+ Consumption

Share Point Gap vs Coca-Cola



TOCC Sparkling Net



PBNA Sparkling Net

General
Population

42%

-18 pts

Leading By
Double Digits
Vs Other Key
Players

Gen Z
(13-24)

46%

-21 pts

Millennials
(25-39)

43%

-18 pts

Coca-Cola Is Ranked #1 As A "Brand I Love"

Share Point Gap vs Coca-Cola



Coca-Cola



Pepsi

Gen Z
(13-24)

39%

-20 pts

Significantly
Outpacing
Pepsi

Millennials
(25-39)

41%

-16 pts



Grow Business With Beverage Attachment

Coca-Cola North America
Operating Unit

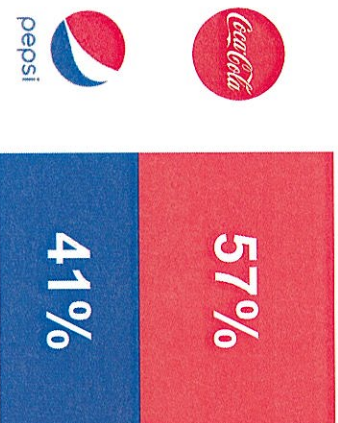
Pairing Food & Beverage

14x

Consumers are more likely to pair with beverage vs. food only¹

85%

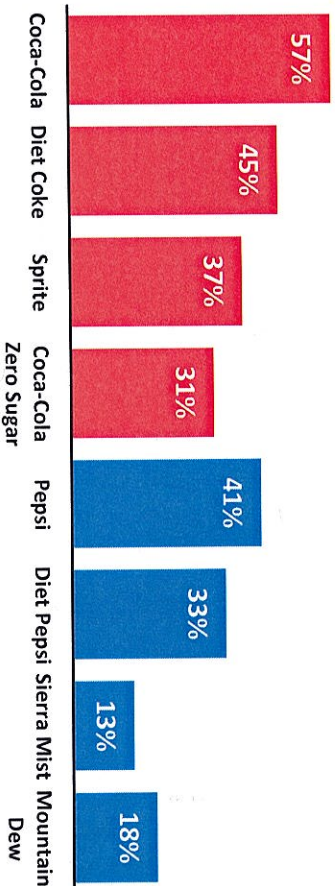
of trips include food with a beverage*¹



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Goes Well with Food³



Enhances the Taste of Food (Goes well with)⁵



*Beverage inclusive of At home or Away from home consumption
Sources: 1. NAOU DINE360 Survey, Total U.S. 12MMT June 2021 2. NAOU DINE360 Survey, Store Visits, Food & Beverage visits Total U.S. 12MMT June 2021



5 Year Exclusive Offer




ATLANTIC BOTTLING
Company



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\$15,000 Term Sponsorship

- \$15,000 Term Sponsorship to be used at the discretion of the Muscatine Parks & Recreation Department/Golf Course.
- This is to be paid in annual payments of \$3000.00.
- We also will provide an annual Merch/Marketing Fund of \$300 per year. This can be used to help drive awareness towards the Simulator!

Coca-Cola North America
Operating Unit



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Bottle/Can Price Chart

Coca-Cola North America
Operating Unit

Bottle/Can Product	Case Size	Cost Per Case	Unit
20oz CSD	24 pack	\$25.32	\$1.055 per unit
20oz Dasani	24 pack	\$17.40	\$0.725 per unit
20oz PowerAde	24 pack	\$24.41	\$1.017 per unit
16oz Body Armor	12 pack	\$18.50	\$1.541 per unit
16oz Monster Energy	24 pack	\$40.45	\$1.685 per unit

* Deposits not included

Bottle/can pricing may be subject to no more than a 5% increase on a calendar year basis. However, the price ceilings are subject to additional adjustments greater than stated ceilings in the event of a substantial and unforeseeable increase in a major component of the bottler's cost of goods, manufacture, or delivery.

Pricing submitted will be good through 2023 1st increase will occur on 1/1/2024.



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Conclusion

Coca-Cola North America
Operating Unit

THANK YOU!

For the opportunity to continue to
be the exclusive Beverage Partner at
Muscatine Golf Course



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