COCA-COLA FLORIDA?
Bottle Beverages Program
**OUR VALUE PROPOSITION**

**Portfolio of Desirable Brands**

As your beverage partner, Coca-Cola is committed to providing industry-shaping leadership. Here’s why guests and foodservice operators prefer Coca-Cola brands:

### FAVORITE BRAND VS NEAREST COMPETITOR

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Brand preference among consumers can drive higher beverage incidence and increase profits.

- **Foodservice outlets** choose to pour Coca-Cola Brands
- Coca-Cola’s portfolio has a +5.7% incidence advantage over nearest competitor
- Our brands lead the sparkling and still categories, driving your beverage sales

**ENHANCES THE TASTE OF FOOD**

- Goes well with spicy food
- Goes well with healthier meals
- Goes well with hamburgers
- Goes well with pizza
- Goes well with chicken

Source: Coke Florida "Are We Winning" Nielsen YTD through April 2019.

#WEARECOKEFLORIDA

cokeflorida.com
WHY BOTTLES?

- Bottled beverages maximize sales and profits by capturing more beverage occasions with a broader brand and package mix.

- Help your customer target the 60% of to go occasions where consumers don’t buy a beverage with their food.

- Bottles offer take-out consumers the convenience of resealable packaging for better portability.

- Bottles deliver higher margins with higher suggested retail pricing than fountain.

- New equipment designs reduce the space needed to effectively merchandise and sell bottles.

- Bottled water has become a major category in QSR’s. Offering branded water has proven to be a significant incidence builder.
Every bottle beverage sold helps cover the commission paid to the delivery companies.

**Restaurant Delivery Intermediaries (RDIs)** & **Beverages**

- Introduce bottles (delivery-ready assortment) into outlets that are currently fountain only.
- Bottles can deliver high margins, with minimal operational challenges.
- Profits from selling bottles for delivery can help offset the commissions paid to RDIs.
- It’s proven that beverage sales are a business opportunity for restaurants...yet only 42% of delivery transactions include a beverage.
- Bottles reduce the operational costs associated with delivery.
- Bottles offer takeout consumers the convenience of resealable packaging.
- Bottled beverages maximize sales and profits by capturing more beverage occasions with a broader brand and package mix.

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**RDI Profit Advantages**

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**MARKETPLACE**

- **$83B**
  - Business by 2020; +33% vs. 2018
  - 5 Top Players
    - Grubhub: $3.717M, 41% share
    - Postmates: $600M, 11% share
    - Uber Eats: $623M, 10% share
    - DoorDash: $618M, 9% share
    - Amazon: $629M, 7% share
- Service offerings different across players
- Frequent acquisitions

**CONSUMER**

- **1 in 3**
  - Millennials say they use delivery more than once a week
- Consumers looking for:
  - Menu variety/customization
  - Late night hours & availability
  - Seamless & frictionless mobile/desktop experiences
- **60-80%**
  - of Delivery transactions DO NOT include a beverage

**CUSTOMER**

- Benefits:
  - 45% of RDI orders are from small or independent restaurants
  - Opportunity to remain competitive & expand consumer reach through incremental occasions
  - Offers higher average ticket ring
- Disadvantages:
  - On-premise traffic down
  - Significant commission fees
  - Pressure for fast delivery times
  - Operational challenges

**PRODUCTS**

- Fountain products pose challenges for delivery purposes
- Ice Melt
- Spillage
- Right delivery assortment optimizes the transaction & consumer experience
What is the size of the 3rd Party Delivery Opportunity?

Online food delivery is growing rapidly across the U.S.

- In 3 years, food delivery could account for 7.4% of total restaurant sales

- Delivery transactions have a higher average ticket before delivery fees compared to other restaurant occasions

- 3rd party delivery is expected to contribute over 30% of the total restaurant industry growth over the next few years

- In the last year, 3rd Party delivery partners have seen a +38% traffic growth

$22B in revenue by 2022

Source: Morgan Stanley Research (left) | Source: Company Data, Morgan Stanley Research (right)

$22B in revenue by 2022

$22B in revenue by 2022
TOOLS TO FUEL YOUR GROWTH

THE RIGHT TOOLS TO HELP DRIVE REVENUE & GROWTH

INTRODUCE BOTTLES (DELIVERY-READY ASSORTMENT) INTO OUTLETS THAT ARE CURRENTLY FOUNTAIN ONLY
- Bottles can deliver high margins, with minimal operational challenges
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Restaurant Delivery Intermediaries

RDIs & Beverages

GRUBHUB 
seamless

DOORDASH

Uber Eats

Postmates

MARKETPLACE

$83B

CONSUMER

1 in 3

BENEFITS

60-80%

CUSTOMER

50% of RDIs make a minimum of $500/month
- 1-2% of RJIs make a minimum of $500/month
- Coca-Cola & TACO Bell partnership enables restaurant expansion
- Improved in store execution & guest experience
- Reduced returns & storage space
- Increased unit sales & profitability
- Increased takeout volume
- Operational efficiencies

PRODUCTS

Eliminate all ice 
Monetary
gains

Ice

Napkins

60-
80%

Bottles

Restaurant Delivery Intermediaries

RDIs & Beverages
2020 Distributor Portfolio Overview

CORE
ALWAYS have these core PET 20oz and products

EXPANDED
SPARKLING FLEX
PREMIUM/IMPORTS
STILL FLEX

Having the right assortment for the customers
BOTTLE MERCHANDISING ELEMENTS FOR ALL OCCASIONS
ANY QUESTIONS CONTACT:
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THANK YOU

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