

# Pepsi beats out Coke to remain Halton's soft drink supplier

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The numbers are in and it appears Pepsi will come out on top in this round of Halton's version of the cola wars.

In a report set to be submitted to council at its next meeting, Halton Hills staff is recommending council approve a tender for the delivery and supply of soft drinks and equipment to municipal facilities from PepsiCo Beverages Canada.

The request for proposal was made by the Town of Oakville in February on behalf of the Halton Co-operative Purchasing Group (HCPG), which comprises the region's four municipalities, Halton Region, both school boards, Halton Regional Police, Oakville and Burlington Hydro, Sheridan College, Halton Children's Aid Society and Conservation Halton.

PepsiCo Beverages Canada and Coca-Cola Refreshments both submitted bids to supply soft drinks and equipment to all facilities falling under the HCPG banner through at least April 2022.

The existing contract with PepsiCo is set

to expire April 30, opening a window for competitors to try to move in on their turf.

After receiving tenders focusing on company and product information, equipment option, service and delivery standards and revenue offering, Halton Hills staff is recommending council join other members of the HCPG to re-up with PepsiCo at an upset limit of \$500,000.

The \$500,000 upset limit for the purchase order is being recommended to accommodate the five-year contract and optional renewal years as well as any potential increase in sales volume, wrote staff in its report.

Each municipality will earn revenue through the beverage sales as part of the agreement. The deal would also freeze process for the first two years of the contract, but will be subject to annual consumer price index (CPI) increases for the remaining years.

The agreement, should it pass all necessary municipal and regional legislative hurdles under the HCPG umbrella, would ensure the sale of Pepsi products throughout most of Halton's public spaces for at least the next five years.

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