



## MEMORANDUM

TO: University Community and FIU Partners

FROM: Kenneth Jessell  
Senior Vice President and Chief Financial Officer

DATE: July 6, 2017

Re: **Pepsi's Exclusive Rights on FIU Campuses**

**To FIU Community and Partners,**

As a reminder, Pepsi is currently the official beverage at all FIU Campuses. Through this partnership the University continues to benefit from Pepsi's leading customer service, along with receiving revenue through sales commissions, an annual Athletics sponsorship, and providing a robust line of products which include the following:

- Pepsi/Dr. Pepper
- Starbucks
- Aquafina/Life Wtr
- Sobe Life water
- Tropicana/ Tampico
- Muscle Milk/ONE
- Mountain Dew/Sierra Mist
- Ocean Spray PACT
- Lipton Iced Tea/Brisk
- Gatorade/Gatorade Propel
- Izze/Schweppes Seltzer
- Amp Energy/ ROCKSTAR Energy Drink

As a part of this agreement, Pepsi has licensed certain exclusive rights on the FIU Campuses. More specifically, these rights include:

- **Pepsi as the exclusive beverage vending machine provider.** No other vendor is permitted to sell Core Beverages\* through vending machines on the FIU Campuses.

- **Pepsi as the exclusive provider of Core Beverages sold, promoted or marketed on the FIU Campuses (This includes all retail or food outlets on the FIU Campuses).** If you have a special event on campus, Pepsi will sell Core Beverages\* to FIU or FIU-related groups at specially negotiated discount prices. For current pricing, please contact the Office of Business Services at 305-348-2187 or email the office at [Shop@fiu.edu](mailto:Shop@fiu.edu)
- **Pepsi has exclusive marketing rights on the FIU Campuses.** Therefore, only Pepsi's Core Beverages\* can be marketed, promoted, or given away on the FIU Campuses. Further, only Pepsi is allowed to represent that Pepsi, or any of Pepsi's Core Beverages\*, are "the beverage sponsor of FIU", "the exclusive drink of FIU", "A proud sponsor of FIU", "the Official drink of FIU", or will be permitted by FIU to use any other similar phrases or representations.

This means that no department/unit or student group of FIU may seek or receive donations or sponsorships from any beverage bottler or vendor of Core Beverages\* when the donation or sponsorship will give the bottler or vendor the opportunity to market their entity or provide beverage products on the FIU Campuses.

Note, there are some very specific exceptions to these exclusive rights which include the South Beach Wine & Food Festival, Cal Kovens Conference Center and Athletic venues. These entities will be advised of the exceptions specific to their areas.

If you have any questions regarding the FIU's agreement with Pepsi, please contact the Office of Business Services at 305-348-2187 or email the office at [shop@fiu.edu](mailto:shop@fiu.edu)

We thank you in advance for your efforts to help FIU continue to maintain a positive and productive relationship with Pepsi.

---

\* "Core Beverages" are carbonated and non-carbonated soft drinks, 100% shelf-stable fruit juices (e.g., Dole and Ocean Spray) and juice drinks (less than 100% fruit juice), sports drinks, pre-packaged value-added protein drinks (e.g., Muscle Milk), energy drinks, coconut water-based drinks, milk-based drinks which contain less than 50% milk, prepackaged protein drinks, ready-to-drink tea, ready-to-drink coffee products, packaged water, enhanced water and flavored water.

"Core Beverages" does not include alcoholic beverages, vended hot tea, freshly brewed iced tea, hot coffee, hot chocolate or dispensed filtered water, tap water, Slim Fast, freshly prepared smoothies, milk shakes or milk-based drinks, 100% fruit juices (pure premium packages only), or fresh squeezed juice.