

P to P

Prepare to Procure

July 1, 2014

RIT Procurement Services

475-2107

[http://finweb.rit.edu/purchasing/
purchase@rit.edu](http://finweb.rit.edu/purchasing/purchase@rit.edu)

Cold Beverages on the RIT Campus

Effective July 1, 2014, RIT entered into an exclusive agreement with The Coca-Cola Company to supply all cold beverages to the RIT campus including the RIT Inn & Conference Center. This means that beverages including soft drinks, bottled water, power drinks, fruit juices, and teas sold in vending machines, in our dining facilities and provided by RIT at events must be Coca-Cola brand products.

Below is a partial list of Coca-Cola's most popular brands. For a full list, please consult the [Coca-Cola website](#).

- ❖ Coca-Cola
- ❖ Diet Coke
- ❖ Fresca
- ❖ DASANI
- ❖ Sprite
- ❖ Peak & Honest Teas
- ❖ Minute Maid & Simply Juices
- ❖ FUZE
- ❖ Odwalla
- ❖ POWERADE
- ❖ Full Throttle

The exclusivity clause in the Coca-Cola agreement includes beverages provided by outside caterers for on-campus activities, beverages sold at athletic events and other special events on campus. When working with caterers, departments should clearly specify the requirement to supply Coca-Cola brand products.

The contract does permit RIT to sell a limited number of competitor's beverages including Pepsi, Dr. Pepper, Snapple, etc., in our campus convenience stores and retail locations.

If you have any questions about purchasing cold beverages, please contact Sharyl Rock, Manager Operations and Commodity Specialist at ssrssc@rit.edu or 475-2759.

