



# Marketing e-News

Monday, August 25, 2008

## TWO WEEK GLANCE ~ KEY DATES

[Click Here for MID Funding:](#)

ePIX # Link: 118482

### PARAMETERS

Aquafina/MLB, Life Water &  
DEWmrcry Merch/Equip 2-8-08  
MD Ltd Ed Bottles-P9 5-1-08  
Nov 07 Mailgs RVSD 11-19-07  
Dec 2007 Mailings 12-17-07  
SoBe LW, Juice/Teas, Pepsi NFL  
Merch/Equip & Stuff P10 3-7-08

### USAGE

AMP TM 7-1-08  
Aquafina TM 7-1-08  
Aquafina/MLB 7-1-08  
DEWmocracy 8-1-08  
Diet Pepsi MAX 7-1-08  
Diet Pepsi MAX P8 7-14-08  
MD Ltd Ed Bottles II 7-3-08  
Lipton LIT, PL & Brisk 8-1-08  
OS/NS SS & TH 5-19-08  
Pepsi NFL LTO 8-19-08  
Pepsi Stuff P5 8-1-08  
Pepsi Stuff BASE 6-2-08  
SM LTO 4-22-08  
SoBe Juice & Teas 7-1-08  
SoBe Life Water ASPs 6-2-08  
SoBe MOTHERLOAD 7-1-08  
SoBe New Thematic 8-1-08  
Sports 7-1-08

### August 25, 2008

8/25/08	Frapp Holiday Variety Pk LTO	Finished Goods Ship
8/25/08	Sierra Mist Cranberry LTO	POP IN PLANT
8/25/08	AMP Energy Shot	POP Orders DUE
8/25/08	SoBe Base Variety Pk (Sam's)	Finished Goods Ship

### September 1, 2008

9/1/08	Frapp DC Rasp Mocha LTO	Product & POP IN PLANT
9/1/08	Lipton 1 Gal Jug	POP Orders DUE

## MID UPDATE

### 2008 NFL

With the 2008 NFL season just about underway, many of the POP items are not meeting minimum orders for print runs. If minimum orders are not met, the pieces will not be produced. If you have yet to place orders, now is the time.

[These items can be found on POLR under program #763.](#)



Funding is from the base "Sports '08" allocation which can be obtained via the "Nov 07 Mailings RVSD 11-19-07" under ePix link #118482. Items are funded at a 50/50 co-op. Fund cut-off is **Sept. 30, 2008.** Order Now!

## NONCARB UPDATE

### Starbuck's Tazo Tea RTD - Now Part of the Pepsi Lipton Partnership!



Starbucks Coffee Company, PepsiCo, Inc. and Unilever have announced a licensing agreement for the manufacturing, marketing and distribution of Starbucks super-premium Tazo Tea ready-to-drink (RTD) beverages -- including iced teas, juiced teas and herbal infusions -- in the U.S. and Canada. The agreement leverages each company's world-class capabilities with the aim of igniting further growth in the RTD tea category.

Tazo's RTD line will be integrated into the Pepsi/Lipton Tea Partnership (PLP), expanding the joint venture between PepsiCo and Unilever. Established in 1991, the PLP is the leading distributor of RTD tea products in the U.S.

"Unilever and Starbucks have both been great partners of PepsiCo for over a decade, so culturally it's a great fit," said Mary Barnard, GM/VVP, Pepsi/Lipton Tea Partnership. "By engaging the passionate base of Tazo consumers already established by Starbucks, leveraging the strength of the Pepsi bottling system and employing the beverage expertise of the Pepsi/Lipton Tea Partnership, we'll be able to share Tazo RTD products with a larger audience than ever before."

*Welcome to the PepsiCo Family Tazo!*

[Click Here for Presentations:](#)

ePIX # Link: 119178

### TRIMESTER & PW2\$ DECKS

AMP Energy Shot 7-9-08  
Dale LTO Sell Sheet 1-26-08  
Dew/AMP OS NS 11-20-07  
Ethos Sell Story 1-25-08  
G2 P9 New Flavors 5-16-08  
G2/Propel UPDATE 12-3-07  
Life Water Sell Story 11-20-07  
LW P7 New Flavors 5-8-08  
Lipton Jug 8-22-08  
Lipton PureLeaf 6pk 10-12-07  
Lipton Brisk Green & PureLeaf  
Lipton Red Tea 11-16-07  
Unleash LIPTON 4-25-08  
No Fear Motherload 3-24-08  
SoBe Base 12-14-07  
Starbucks DbIShot 3-14-08

### GENERAL DECKS

DEWmocracy 2-15-08  
Diet Pepsi MAX Sell Sheet  
Diet Pepsi MAX vs. Plus  
G2 & Propel 2008 Mktg Plans  
2008 Lipton SKU Priority List  
Lipton PureLeaf Restage 8-1-08  
PCNA Innovation Clndr 7-25-08  
PepsiStuff Newsletter 8-11-08  
POLR Coupons 8-15-08  
TAVA Bottler Economics  
UPC Report June '08



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## NONCARB UPDATES CONT.

### Lipton 1 Gallon Jugs Are Here!

**Objective:** Address consumer need for a multi-serve package in RTD tea  
Gain 'fair share' of jug segment and encroach on AZ profit sanctuary

**Product/Pkg:** Flavors: Regular/Diet Green Tea; Regular Iced Tea with Lemon  
Cold-filled; bottler-produced in East and Central; co-packed in West  
Package: 128oz. jug that is 22% lighter than AZ jug

**Timing:** P13 projection (production facilities are currently being prepared).



Click on ePix link #119178 (page 1 left column) to obtain current sell deck.

### Conclusion of Lipton PureLeaf™ Red Tea BOGO Pallet Offer

The Pepsi Lipton Partnership has made the decision to terminate the Buy One Get One Free offer for pallets of Lipton PureLeaf Red Tea, effective immediately. Orders resume at regular prices: \$6.17 per case for 12 pack loose and \$6.47 per case for a case of two 6 packs. Should you have any questions or concerns, please contact Chris Springer at [chris.springer@pepsi.com](mailto:chris.springer@pepsi.com).

Thank you for your support of this initiative.

## CSD UPDATE

### Mountain Dew Voltage Wins DEWmocracy Election

The voters have spoken: Mountain Dew is going blue." With those words *The Atlanta Journal Constitution* became the first news outlet to report the much-anticipated results of the first-ever Dewmocracy election. Mountain Dew Voltage, a drink charged with raspberry-citrus flavor and ginseng, was victorious in the three-way race that also included Mountain Dew SuperNova and Mountain Dew Revolution.

All three "candidates" were limited time offer line extensions created by consumers in a unique promotion that began Oct., 2007 with a series of interactive games at DEWmocracy.com. The games allowed consumers to develop every aspect of the three "candidates," including color, flavor and name. The three new Dews were available in stores across the U.S. for a limited time this summer and more than 350,000 consumers cast votes for their favorite at DEWmocracy.com. As the winner, Voltage will officially take office in January 2009 when it starts appearing on store shelves nationwide.



## GENERAL UPDATE

### Door Skin is a Big Hit

G&J installed a "door skin" in one of their C&G accounts, and the retailer loved it!

At a cost of \$128 (quantity discounts available), the skin is 36" x 80" and will last for 5 years.

The company that makes them, Signway Graphics & Signs, can make the skins in all different sizes.

Please contact Phil Robbins at 614-847-7578, or at [phil@signwaygraphics.com](mailto:phil@signwaygraphics.com) for more information.



FIELD MARKETING CONTACTS	Jeff Green / FMD 312-821-2941	Tammy Owins / FMM 312-821-1127	Ann D'Angelo/FMM 312-821-1588	Ana-Liza Quiroigco/FMM 312-821-2785	Tara Stanback/FMC 312-821-3342
	Duffy Driscoll / SoBe 614-855-5674	Chris Springer/Lipton 440-638-4449	Scott Simmons/OS 508-946-7143	Jackie Freymark/NACP 630-441-0231	