

CELEBRATING SMILES

PEPSICO foodservice **6** Always Fresh. Always On.

canteen ALWAYS FRESH. ALWAYS ON.

2020 CANTEEN FRANCHISE PROGRAM

Earn a chance to win great prizes when you refresh your PepsiCo business by growing these top selling PepsiCo beverage & Frito-Lay brands

- Chance to win Canteen Reward Point Certificates when you drive PepsiCo beverage and Frito-Lay distribution.
- 10 winning Canteen franchises delivering the best beverage performance in Mtn Dew, Bang, Lipton, Starbucks, Gatorade and Bubly sales, will each win one 1,000 point Canteen Reward Certificate.

60 beverage winners of 1,000 point Canteen Reward Certificates

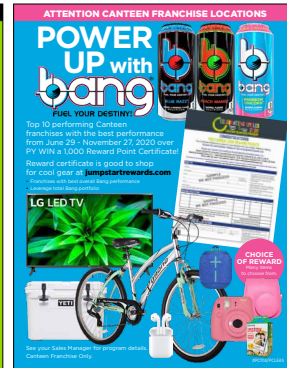
- 10 winning Canteen franchises delivering the best Food performance in Total Frito-Lay, Top 12/NEWS, Intense Flavors, XVL, Grandma's Cookies, Dips & Sabra sales.

60 food winners of 1,000 point Canteen Reward Certificates

- Franchises can win across multiple PepsiCo food and beverage brands.

- Redeem points for great gear at jumpstartrewards.com

- Take advantage of the great PepsiCo food & beverage brands in 2020: Qtrly Vend News, Intense Flavors, XVL, Dips, Sabra, Bubly, Bang, Lipton, Starbucks, Gatorade, Bubly, and more...



6 WAYS TO WIN WITH FRITO-LAY!

Drive Growth of these great Frito-Lay brands
from June 29 – November 27, 2020 to WIN Canteen Reward Points

1

GROW WITH FRITO-LAY

- Franchises with best overall Frito-Lay performance
- Leverage total Frito-Lay portfolio

Top 10 performing Canteen franchises with the best performance over PY WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



2

LEVERAGE TOP 12 & WIN WITH NEWS

- Grow Frito-Lay Top 12
- Place NEWS everywhere

Top 10 performing Canteen franchises with the best overall distribution % of Top 12 and NEWS WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



3

DRIVE INTENSE FLAVORS

- Franchises with best overall Intense Flavor performance
- Intense Flavors everywhere

Top 10 performing Canteen franchises with the best performance of Intense Flavors over PY WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



4

GET BIG WITH XVL

- Grow total XVL business
- XVL everywhere

Top 10 performing Canteen franchises with the best performance over PY WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



5

WIN WITH GRANDMA'S

- Grow total Grandma's Cookies business
- Grandma's Cookies everywhere

Top 10 performing Canteen franchises with the best performance over PY WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



6

DIP WITH SABRA

- Grow Frito-Lay Dips & Sabra
- Dips & Sabra everywhere

Top 10 performing Canteen franchises with the best performance over PY WIN!

Each franchise will WIN one 1,000 Reward Point Certificate



6 WAYS TO WIN WITH PEPSI!

Drive Growth of these great Pepsi brands
from June 29 – November 27, 2020 to WIN Canteen Reward Points

1

DO THE DEW!

- Franchises with best overall Dew performance
- Leverage Dew Zero and Dew Liberty Innovation

Top 10 performing Canteen franchises
with the best performance over PY WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



2

POWER UP WITH BANG!

- Franchises with the best overall Bang performance
- Leverage total Bang portfolio

Top 10 performing Canteen franchises
with the best performance WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



3

ENJOY WITH LIPTON

- All Lipton brands apply
- Leverage Lipton Pure Leaf everywhere

Top 10 performing Canteen franchises
with the best performance over PY WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



4

WIN WITH STARBUCKS!

- Franchises with best overall Starbucks performance
- All Starbucks brands apply
- Leverage Cold Brew, Triple Shot & Nitro

Top 10 performing Canteen franchises
with the best performance over PY WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



5

A BOLT OF GATORADE

- Franchises with best overall Gatorade performance
- All Gatorade 20oz apply
- Leverage Gatorade Zero Innovation

Top 10 performing Canteen franchises
with the best performance over PY WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



6

SPARKLE WITH BUBLY!

- Franchises with best overall Bubly performance
- All Bubly packages apply
- Leverage Bubly Innovation and Grow

Top 10 performing Canteen franchises
with the best performance over PY WIN!

Each franchise will WIN one **1,000** Reward
Point Certificate



CANTEEN FRANCHISE PROGRAM



#PC1114/PCLEAS