



ANDREW M. CUOMO  
Governor

## Agriculture and Markets

RICHARD A. BALL  
Commissioner



August 20, 2021  
thru  
September 6, 2021

TROY W. WAFFNER  
Director, New York State Fair

**To:** NYS Fair Concessionaires and Exhibitors

**From:** Geneanne Keegan-Smith, Concessions and Exhibits Manager  
Kelli Wolfe, Concessions and Exhibits Assistant

**Subject:** **Bottled Water Program**

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The Great New York State Fair will be implementing a Bottled Water Program wherein Aquafina/PepsiCo will be the sole provider of water to vendors during the 2021 State Fair.

Pepsi will be selling 24-bottle cases of 20-ounce Aquafina water to vendors at **\$10.00** per case plus deposit. These 20-ounce bottles of water are only available through Pepsi and should be the only size sold during the State Fair. Pepsi will provide coolers (**1 door or 2 door cooler, cooler requests by July 23<sup>rd</sup>**) for Pepsi exclusive customers only. Coolers should be used for Pepsi products only. The Pepsi sales person will take orders between the hours of 11am-5pm for next day delivery. If the customer does not place an order or call one in to the provided number, they will not receive an order the next day. If product is needed same day, customers will be able to pick up from a designated Commissary location. Pepsi will not accept cash for deliveries. The only time Pepsi will accept cash is when product is being picked up from the commissary location. Check and E-Check are our preferred methods of payment. Each delivery must be paid for on the delivery day or the customer will not be able to receive another order until paid. If the customer would prefer credit, please reach out to Kimberly for an online credit application by August 2<sup>nd</sup>.

This will be the only water that is approved to be sold during the State Fair. Any vendor that does not comply with this will be penalized. If a vendor is caught trying to sell a different size or brand of water the vendor will first receive a written warning. If caught a second time, the vendor will be removed from the water program, and it will be a factor considered in the vendor's renewal application for the following year. If caught selling water after the second offense, the vendor will be up for possible closure, as well as a guaranteed non-renewal of the vendor's application.

The minimum price for a bottle of water will be **\$2.00** per bottle. There will be a **15-case minimum** in order to receive a delivery. (That includes all Pepsi packages and BIB). **There can be no promotional specials, coupons or other similar sales on bottles of water.**

Attached is an order form for water and contact information for the representatives from Pepsi who will be handling the accounts during the State Fair. You should get your initial orders in before August 13<sup>th</sup>.

The Fair will be sending out additional information on this program including where the Pepsi trailers will be set up and hours of staffing during the Fair.

If you have any questions or comments, please let us know.

Thanks!

Revised 6/21/21



## 2021 NYS FAIR – WATER ORDER FORM



### FAIR DELIVERY CONTACT:

During Fair ONLY 11:00am to 5:00pm

Please submit all forms to KIMBERLY at [Kimberly.Daniels1@pepsico.com](mailto:Kimberly.Daniels1@pepsico.com) 315-263-7880

NAME: \_\_\_\_\_

CONCESSION NAME: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

CELL PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SPACE #(S): \_\_\_\_\_ BUILDING (IF APPLICABLE): \_\_\_\_\_

PRODUCT	CASE COUNT	QUANTITY
20oz AQUAFINA	1 Case (24 Pack)	
20oz AQUAFINA	1 Pallet (49 Cases)	
<b>TOTAL (Plus Deposit)</b>		\$ _____

## 15 case order minimum

INITIAL PRODUCT DELIVERY DAY REQUEST: \_\_\_\_\_

PAYMENT METHOD: ☐CHECK ☐E-CHECK ☐CASH ☐CHARGE TERMS  
(E-check application) (Pick up only) (Pending approval with credit application)

AMOUNT TO BE CHARGED: \$ \_\_\_\_\_

CUSTOMER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



## 2021 NYS FAIR – PEPSI ORDER FORM



### FAIR DELIVERY CONTACT:

During Fair ONLY 11:00am to 5:00pm

Please submit all forms to KIMBERLY at [Kimberly.Daniels1@pepsico.com](mailto:Kimberly.Daniels1@pepsico.com) 315-263-7880

NAME: \_\_\_\_\_

CONCESSION NAME: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

CELL PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SPACE #(S): \_\_\_\_\_ BUILDING (IF APPLICABLE): \_\_\_\_\_

PRODUCT	CASE COUNT	QUANTITY
200z AQUAFINA	1 Case (24 Pack)	
200z AQUAFINA	1 Pallet (49 Cases)	
200z PEPSI	1 Case (24 Pack)	
200z PEPSI ZERO	1 Case (24 Pack)	
200z DIET PEPSI	1 Case (24 Pack)	
200z MOUNTAIN DEW	1 Case (24 Pack)	
200z DEW ZERO	1 Case (24 Pack)	
200z MIST	1 Case (24 Pack)	
200z BRISK TEA	1 Case (24 Pack)	
200z GATORADE (RED)	1 Case (24 Pack)	
200z GATORADE (BLUE)	1 Case (24 Pack)	
200z GATORADE (YELLOW)	1 Case (24 Pack)	
200z GATORADE Zero (BLUE)	1 Case (24 Pack)	
18.5oz PURE LEAF (UNSWEET)	1 Case (12 Pack)	
18.5oz PURE LEAF (RASPBERRY)	1 Case (12 Pack)	
18.5oz PURE LEAF (SWEET)	1 Case (12 Pack)	
16oz ROCKSTAR (REG.)	1 Case (12 Pack)	
16oz ROCKSTAR (SUGAR FREE.)	1 Case (12 Pack)	
16oz ROCKSTAR (PUNCHED.)	1 Case (12 Pack)	
<b>TOTAL (Plus Deposit)</b>		<b>\$ _____</b>

## 15 case order minimum

INITIAL PRODUCT DELIVERY DAY REQUEST: \_\_\_\_\_



## PEPSI EXCLUSIVE CUSTOMERS ONLY

### COLD EQUIPMENT:

Pepsi exclusive beverages sold ☐

Pepsi cooler requested ☐

Pepsi cooler type:      1 Door ☐    OR    2 Door ☐

**EQUIPMENT DELIVERY DAY REQUEST:** \_\_\_\_\_

PAYMENT METHOD:	<input type="checkbox"/> CHECK	<input type="checkbox"/> E-CHECK (E-check application)	<input type="checkbox"/> CASH (Pick up only)	<input type="checkbox"/> CHARGE TERMS (Pending approval with credit application)
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ORDER TOTAL: \$ \_\_\_\_\_

**CUSTOMER SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



## 2020 NYS FAIR – PEPSI ORDER FORM



**FAIR DELIVERY CONTACT:**

**During Fair ONLY 11:00am to 5:00pm**

Please submit all forms to KIMBERLY at [Kimberly.Daniels1@pepsico.com](mailto:Kimberly.Daniels1@pepsico.com) 315-263-7880

NAME: \_\_\_\_\_

CONCESSION NAME: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

CELL PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SPACE #(S): \_\_\_\_\_ BUILDING (IF APPLICABLE): \_\_\_\_\_

PRODUCT	BAG IN BOX GAL.COUNT	QUANTITY
PEPSI	5 GAL. BAG IN BOX	
DIET PEPSI	5 GAL. BAG IN BOX	
MOUNTAIN DEW	5 GAL. BAG IN BOX	
MIST	5 GAL. BAG IN BOX	
MUG ROOTBEER	5 GAL. BAG IN BOX	
ORANGE CRUSH	5 GAL. BAG IN BOX	
BRISK TEA (WITH LEMON)	5 GAL. BAG IN BOX	
LEMONADE (YELLOW)	5 GAL. BAG IN BOX	
GINGER ALE	5 GAL. BAG IN BOX	
CUPS		
Co2 20LB TANK	1- 20LB TANK	
<b>TOTAL (Plus Deposit)</b>		<b>\$ _____</b>

**15 case order minimum**

**INITIAL PRODUCT DELIVERY DAY REQUEST:** \_\_\_\_\_