



KATHY C. HOCHUL
Governor

Agriculture and Markets

RICHARD A. BALL
Commissioner



August 24, 2022
thru
September 5, 2022

SEAN HENNESSEY
Interim 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 Manager

Subject: Bottled Water Program

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 2022 State Fair.

Pepsi will be selling 24-bottle cases of 20-ounce Aquafina water to vendors at **\$13.50** 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 1st**) for Pepsi exclusive customers only. Coolers should be used for Pepsi products only. The Pepsi salesperson will take orders between the hours of 11am-5pm for next day delivery. If the customer does not place an order or call one into 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 Mike for an online credit application by August 2nd.

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 13th.

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 5/16/22



2022 NYS FAIR – PEPSI ORDER FORM



FAIR DELIVERY CONTACT:

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

Please submit all forms to Mike Becker at MichaelJ.Becker@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 DEW SPARK	1 Case (24 Pack)	
200z MIST	1 Case (24 Pack)	
200z BRISK TEA	1 Case (24 Pack)	
200z DOLE LEMONADE	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)	
TOTAL (Plus Deposit)		\$ _____

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)
ORDER TOTAL: \$ _____				

CUSTOMER SIGNATURE: _____ **DATE:** _____



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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	
TOTAL (Plus Deposit)		\$ _____

15 case order minimum

INITIAL PRODUCT DELIVERY DAY REQUEST: _____