

# 2020 BRISK B.I.B. REBATE AND FTN POS OFFER

## HOW IT WORKS

- Order your BRISK Iced Tea Bag-In-a-Box from your Pepsi Distributor/Bottler.
- Get your first Bag-In-a-Box FREE\* by submitting the Rebate Form for the reimbursement (see the reverse side).

## NEXT STEPS

- Order your BRISK Iced Tea Bag-In-a-Box from Pepsi Distributor/Bottler between 1/1/2020 and 12/31/2020.
- Submit your Rebate Form for reimbursement on one (1) BRISK Bag-In-a-Box before 1/31/2021.
- Put your BRISK fountain POS up to create awareness and drive sales.

## MARKET TRENDS

- Consumers are looking for more non-carbonated beverage options on fountain.
- BRISK Strawberry Melon is the second fastest turning BRISK single serve SKU, and it's available on fountain.<sup>1</sup>
- Dispensed Iced Tea is expected to show 6% growth through 2023.<sup>2</sup>
- Iced Tea in foodservice is expected to grow at +4.1% over the next five years.<sup>3</sup>
- Iced Tea is the 3rd most important beverage in foodservice.<sup>3</sup>
  - #2 in Cold Beverage Volume<sup>4</sup>
  - #2 in Growth Among Top Categories<sup>4</sup>
- Fountain makes up 11% of total tea in foodservice<sup>3</sup>
- BRISK on fountain is available in:
  - Strawberry Melon
  - Lemon
  - Raspberry
  - Mango
  - No Calorie Green Tea Peach
  - Sweet Tea
  - Half & Half

## REBATE FORM ON BACK



\*MAXIMUM BIB REBATE IS \$80  
NOT VALID FOR NATIONAL REPORTED FOUNTAIN  
VOLUME CUSTOMERS/ACCOUNTS

Sources: 1) IRI LS2W Ending 12/1/19; 2) PepsiCo Internal Reporting STAR2 YTD Through 11-29; 3) Technomic 2019 Iced Tea Study; 4) Technomic 2019 AFH Beverage Study.  
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## MAXIMUM BIB REBATE IS \$80

NOT VALID FOR NATIONAL REPORTED FOUNTAIN VOLUME CUSTOMERS/ACCOUNTS.

- Offer bold, flavorful refreshment with BRISK Iced Tea on the fountain.
- We will reimburse you for one (1) BRISK Bag-In-a-Box you have purchased.
- Valid for any BRISK flavor available (all flavors may not be available in all areas).
- For NEW BRISK fountain customers only. Existing customers are not eligible.
- Just follow these instructions:
  - Fill in the rebate form below.
  - Attach your receipt from your purchase dated between 1/1/2020 and 12/31/2020 to the complete rebate form before 1/31/2021 and mail to the address on rebate form below.



2 - STATICS (5x8)



2 - CC/DANGLERS (11x14)



2 - REGISTER TOPPERS (8.5x5.5)



2 - WOBBLERS

◀ POS KIT TO CREATE AWARENESS

## 2020 BRISK BIB AND FOUNTAIN POS REBATE FORM

PROMOTIONAL PERIOD IS 1/1/2020 - 12/31/2020. ALL CLAIMS MUST BE POSTMARKED BY 1/31/2021.

Account Name \_\_\_\_\_ Customer Number (COF#) \_\_\_\_\_

Manager/Owner Name \_\_\_\_\_ Phone \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PepsiCo Sales Rep \_\_\_\_\_ Date Contract Signed \_\_\_\_\_

Ship To Address (if different from account address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## QUALIFYING RULES

1. PURCHASE PERIOD IS 1/1/2020 - 12/31/2020. ALL CLAIMS MUST BE POSTMARKED BY 1/31/2021.
2. REBATE IS VALID FOR ONE (1) BRISK ICED TEA BAG-IN-A-BOX, PER LOCATION.
3. MAXIMUM REBATE IS \$80
4. VERIFY PURCHASE BY ATTACHING THE INVOICE TO THIS REBATE FORM. NO HANDWRITTEN INVOICES WILL BE ACCEPTED, INVOICES MUST BE DATED BETWEEN OR ON 1/1/2020 - 12/31/2020.
5. REBATE PAYMENT WILL BE MAILED IN THE FORM OF A CHECK IN APPROXIMATELY SIX TO EIGHT WEEKS FROM RECEIPT OF CLAIM, SUBJECT TO VERIFICATION. NO REDUCTION TO INVOICE WILL BE ACCEPTED.
6. REBATE IS FOR SPECIFIC LOCATION AND WILL NOT BE PROCESSED FOR AGENTS OR REPRESENTATIVES OF OPERATORS.
7. THE REBATE IS NOT VALID IN PUERTO RICO, OTHER TERRITORIES OR FOREIGN COUNTRIES.
8. OFFER CANNOT BE COMBINED WITH ANY OTHER PROMOTIONAL OFFER OR DISCOUNT.
9. FOR OFFER-RELATED QUESTIONS OR COMMENTS, PLEASE CONTACT YOUR PEPSI SALES REPRESENTATIVE.

### 3 WAYS TO SUBMIT YOUR REQUEST

#### 1. FILL THE FORM OUT ONLINE

NSMSHOP.com/2020BriskBIBandPOSrebate

Submit your request there. You will need your unique invoice number. No need to fill out this form.

#### 2. FILL OUT THE FORM AND EMAIL IT

Send to: info@nsmonline.com

Put: 2020 BRISK BIB AND POS REBATE in subject line. Scan and attach this completed form.

#### 3. FILL OUT THE FORM AND MAIL IT

2020 BRISK BIB AND POS REBATE  
PO BOX 516 EAGLE RIVER, WI 54521

Print this form out and mail it to us.