



# 2020 B.I.B. REBATE

## MARKET TRENDS

- Consumers continue to frequently choose non-carb beverages
- Capitalize on consumers growing demand for lemonade
- Total Lemonade growth in foodservice +5.5% over the last 2 years
- Lemonade 5 Year CAGR in foodservice is expected to be +6.1%
- Dispensed Lemonade dollar growth since 2016 +6.8%
- 5 Year projected dollar CAGR for dispensed lemonade +7.0%<sup>1</sup>
- 25% HH penetration<sup>2</sup>
- Offer bold, flavorful refreshment with Tropicana Lemonade

## HOW IT WORKS

- Order your Tropicana Lemonade 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 Tropicana Lemonade 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) Tropicana Lemonade Bag-In-a-Box before 1/31/2021.

## REBATE OFFER FORM ON BACK



\*MAXIMUM BIB REBATE IS \$80  
NOT VALID FOR NATIONAL REPORTED  
FOUNTAIN VOLUME  
CUSTOMERS/ACCOUNTS  
SOURCES: 1) Technomic 2019 AFH Beverage Study; 2) IRI  
Panel: Total US L52Wks through 8.4.19.  
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# 2020 B.I.B. REBATE

## MAXIMUM BIB REBATE IS \$80

NOT VALID FOR NATIONAL REPORTED FOUNTAIN VOLUME CUSTOMERS/ACCOUNTS.

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



## 2020 TROPICANA LEMONADE BIB 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) TROPICANA LEMONADE 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/2020TropLemonadeBIBrebate](https://NSMSHOP.com/2020TropLemonadeBIBrebate)

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](mailto:info@nsmonline.com)

Put: 2020 TROPICANA LEMONADE BIB REBATE in subject line. Scan and attach this completed form.

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

2020 TROPICANA LEMONADE BIB REBATE  
PO BOX 516 EAGLE RIVER, WI 54521

Print this form out and mail it to us.