pepsi®
ZERO SUGAR

2020 BIB REBATE

WHAT IS IT?

- *Zero Sugar Cola Taste is described as a different kind of sweet, not as bold and sugary as regular*

REASONS TO BELIEVE

- *Zero makes up a larger portion of the diet consumption of younger consumers; Millennial buyer index +21%, volume index +78%*
- *Zero is a $875MM category and has grown +6% YTD in dollar sales*
- *Pepsi Zero Sugar has seen +16% YTD growth, +5% growth in velocities and has grown +27% since the launch of Pepsi Zero Sugar*

PRODUCT ATTRIBUTES

- *3 Gallon BIBs*
- *Line priced to CSDs*
- *Shelf life: 17 weeks*

HOW IT WORKS

- *Fullfilment of this program is while supplies last.*
- *Order your Pepsi Zero Sugar 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 Pepsi Zero Sugar 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) Pepsi Zero Sugar Bag-In-a-Box before 1/31/2021.*
- *Fullfilment of this program is while supplies last and can be terminated at any point.*

REBATE ORDER FORM ON BACK

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

PEPSI AND THE PEPSI GLOBE ARE REGISTERED TRADEMARKS OF PEPSICO, INC.

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NOT VALID FOR NATIONAL REPORTED FOUNTAIN VOLUME CUSTOMERS/ACCOUNTS.

- *This program is while supplies last and may be terminated at any point.*
- *We will reimburse you for one (1) Pepsi Zero Sugar Bag-In-a-Box you have purchased.*
- *For NEW Pepsi Zero Sugar 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.*

2020 PEPSI ZERO SUGAR BIB REBATE FORM

PROMOTIONAL PERIOD IS 1/1/2020 - 12/31/2020. WHILE SUPPLIES LAST. 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. WHILE SUPPLIES LAST. ALL CLAIMS MUST BE POSTMARKED BY 1/31/2021.
2. REBATE IS VALID FOR ONE (1) PEPSI ZERO SUGAR 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/2020PepsiZeroSugarBIBrebate

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 PEPSI ZERO SUGAR BIB REBATE in subject line. Scan and attach this completed form.

3. FILL OUT THE FORM AND MAIL IT

2020 PEPSI ZERO SUGAR BIB REBATE
PO BOX 516 EAGLE RIVER, WI 54521

Print this form out and mail it to us.

L. MCCADDEN | PEPSI AND THE PEPSI GLOBE ARE REGISTERED TRADEMARKS OF PEPSICO, INC.