

australia  
***schweppes***

BEVERAGE PARTNERSHIP



# Price List

Squash Australia				
Price Effective Date:		01 01 2017		
*Prices do not include GST *Pricing subject to Change in line with CPI and Raw material increases				
*Spring Valley Juice flavours Mango/Bannana, Apple/Berries, Pine/Guava and Cranberry attract GST				
Pack	Carton Qty	Your Price	Unit Price	GST Rate
Schweppes/Pepsi 450ml PET Bottles	24	\$27.80	\$1.16	10%
Schweppes/Pepsi 600ml PET Bottles (inc Traditionals)	24	\$36.25	\$1.51	10%
Cool Ridge Spring Water 600ml PET	24	\$15.89	\$0.66	Nil
Cool Ridge Spring Water 750ml PET	20	\$29.18	\$1.46	Nil
Cool Ridge Spring Water Flavoured 750ml PET	20	\$29.18	\$1.46	10%
Cool Ridge Spring Water 1L PET	12	\$20.85	\$1.74	Nil
Charlies Coconut Water 330ml	12	\$26.96	\$2.25	Nil
Spring Valley Fruit Juice 350ml PET	18	\$26.60	\$1.48	Nil
Pop Tops Flavour 250ml PET Fruit Drink	24	\$16.46	\$0.69	10%
Pop Tops Water 250ml PET	24	\$16.46	\$0.69	Nil
Real Iced Tea Co 500ml PET	12	\$21.23	\$1.77	10%
Gatorade 600ml PET	12	\$22.24	\$1.85	10%
Gatorade 1L PET	6	\$15.68	\$2.61	10%
FUB Flavours 2L	8	\$63.48	\$7.94	10%

## Rebate Structure

- \$2 rebates on Cool Ridge 600ml per case paid back to centres bi annually.
- \$1 rebates on all other products per case paid back to centres bi annually.

# Core Pack Profit



750ml Cool Ridge is the most profitable pack in the core range – will suit the male 25+ demographic

Category	Pack	Carton Qty	Invoice Price ex gst			Less Rebate			Unit Profit including rebate			
			List Price	Price after discount	Unit Price	Less rebate	Net net case	Unit Price	Retail	Revenue	Profit	Margin
Soft Drink	Schweppes/Pepsi 450ml PET Bottles	24	\$52.56	\$27.80	\$1.16	\$1.00	\$26.80	\$1.12	\$3.50	\$3.18	\$2.07	67%
	Schweppes/Pepsi 600ml PET	24	\$60.41	\$36.25	\$1.51	\$1.00	\$35.25	\$1.47	\$4.20	\$3.82	\$2.35	65%
Water	Cool Ridge Sparkling Water 500ml PET	24	\$38.52	\$28.89	\$1.20	\$1.00	\$27.89	\$1.16	\$3.50	\$3.18	\$2.02	59%
	Cool Ridge Spring Water 600ml PET	24	\$38.53	\$15.89	\$0.66	\$2.00	\$13.89	\$0.58	\$3.50	\$3.50	\$2.92	91%
	Cool Ridge Spring Water 750ml PET	20	\$50.58	\$29.18	\$1.46	\$1.00	\$28.18	\$1.41	\$4.50	\$4.50	\$3.09	74%
	Cool Ridge Spring Water 1L PET	12	\$27.80	\$20.85	\$1.74	\$1.00	\$19.85	\$1.65	\$5.00	\$5.00	\$3.35	84%
	Pop Tops Water 250ml PET	24	\$26.33	\$16.46	\$0.69	\$1.00	\$15.46	\$0.64	\$3.00	\$3.00	\$2.36	98%
Juice / Tea	Pop Tops 250ml PET Fruit Drink	24	\$26.33	\$16.46	\$0.69	\$1.00	\$15.46	\$0.64	\$3.00	\$2.73	\$2.08	95%
	Spring Valley Fruit Juice 350ml PET	18	\$39.80	\$26.60	\$1.48	\$1.00	\$25.60	\$1.42	\$4.00	\$4.00	\$2.58	64%
	Real Iced Tea Co 500ml PET	12	\$29.44	\$21.23	\$1.77	\$1.00	\$20.23	\$1.69	\$4.00	\$3.64	\$1.95	54%
Sports	Gatorade 600ml PET	12	\$35.59	\$22.24	\$1.85	\$1.00	\$21.24	\$1.77	\$4.50	\$4.09	\$2.32	61%
	Gatorade 1L PET	6	\$27.18	\$15.68	\$2.61	\$1.00	\$14.68	\$2.45	\$5.50	\$5.00	\$2.55	51%



- Gatorade 600ml – Worlds Number 1 sports drink \$2.35 profit per bottle
- After rebate Cool Ridge 600ml has an invoice price of \$13.89 / \$0.58c per bottle



# Core Pack Profit



Pack	Profit			
	Cases sold	Week units	Annual units	Annual Profit
Schweppes/Pepsi 600ml PET	1	24	1248	\$ 2,932.09
Cool Ridge Spring Water 600ml PET	1	24	1248	\$ 3,645.72
Cool Ridge Spring Water 750ml PET	1	20	1040	\$ 3,214.64
Gatorade 600ml PET	2	24	1248	\$ 2,896.49
Gatorade 1L PET	1	6	312	\$ 796.64
<b>Total</b>	<b>6</b>	<b>98</b>	<b>5096</b>	<b>\$13,485.59</b>

Selling 6 cases a week or 14 bottles a day – as per above a centre will makeover \$13k in profit per year



# Fridge Layouts – Core Pack Profit



  
**\$2.32 Profit per bottle**

Cool Ridge 750ml  
Most profitable pack  
**\$3.09 Profit per bottle**

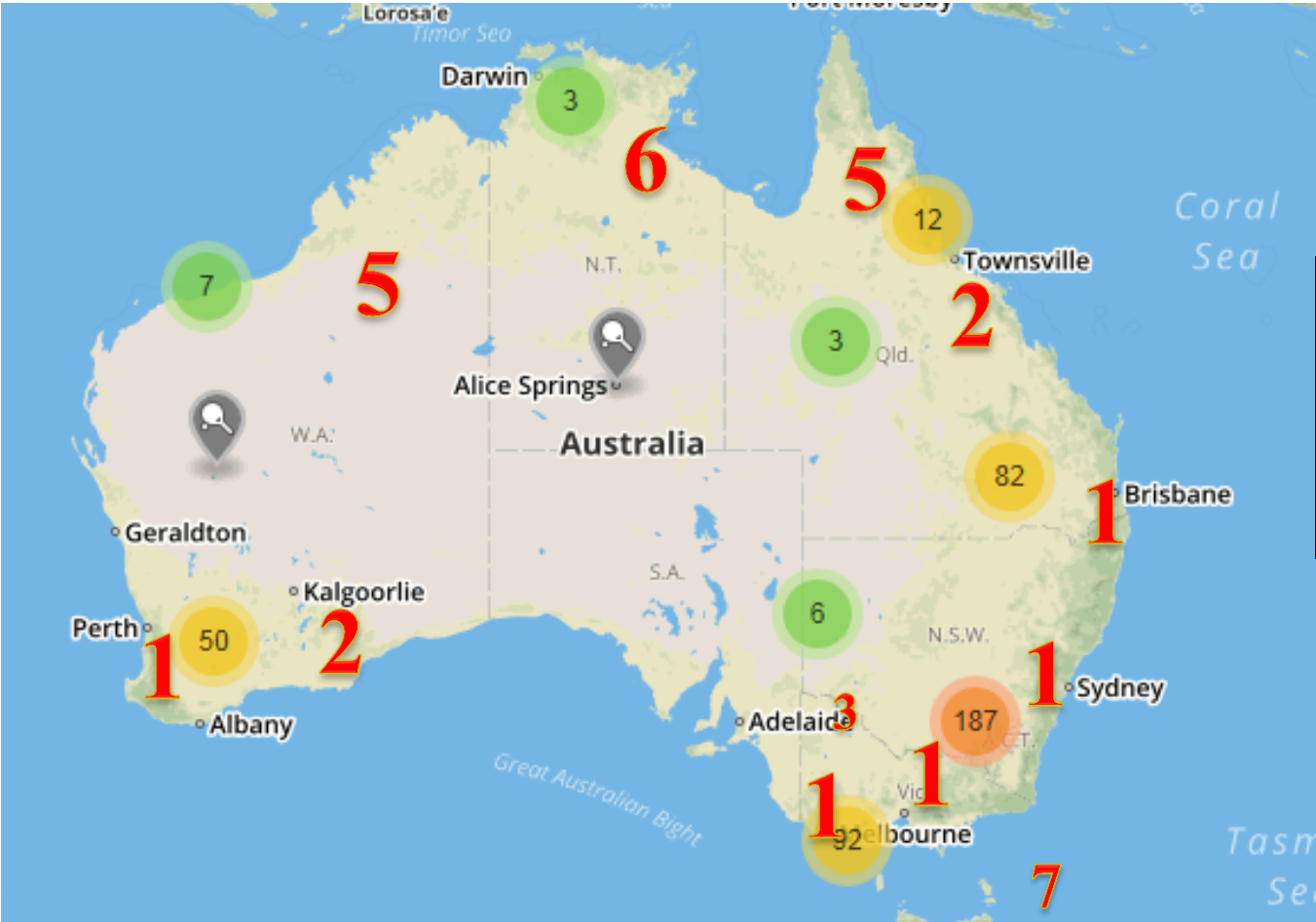


  
**\$2.92 Profit per bottle**

  
**Soft Drink 600ml**  
**\$2.35 Profit per bottle**



# National delivery – zone charges



Price List & Zone Fees	Description	Rate
1	List Price	\$ -
2	Zone 1 \$0.60 (NSW & Vic)	\$ 0.60
3	Zone 2 \$1.20 (Qld & WA Southwest)	\$ 1.20
4	Zone 3 \$1.80 (SA)	\$ 1.80
5	Zone 4 \$2.40 Not currently used	\$ 2.40
6	Zone 5 \$3.00 (WA Nothwest & Alice)	\$ 3.00
7	Zone 6 \$3.60 (Darwin)	\$ 3.60
8	Zone 7 \$4.20 Tasmainia	\$ 4.20
9	Zone 8 \$4.80 Not currently used	\$ 4.80
10	Multiple Zones - Groups	\$ -



# Online ordering instructions

## ONLINE CUSTOMER ORDERING PORTAL



### SELF REGISTRATION

1. **FOR DESKTOP/LAPTOP**
  - a. Open your internet browser and key in <https://www.schweppesconnect.com.au/>
  - b. Go to Step 2
- OR
2. **FOR TABLET**
  - a. Open APP Store
  - b. Search for Schweppes Connect
  - c. Download APP
  - d. Open Schweppes Connect on Tablet

2. **TO REGISTER:** Click on "Not registered"



User Login

PLEASE SIGN IN TO PLACE AN ORDER OR MANAGE YOUR ACCOUNT.

User Name

Password

[Forgot User Name or Password?](#)

[CLICK HERE](#)

[No registered? Click here](#)

[SIGN IN](#)

3. **CLICK** [REGISTER AS A SCHWEPES CONNECT USER](#)

4. **ENTER DETAILS AND "CLICK CONTINUE"**

#### REGISTER AS A SCHWEPES CONNECT USER

Customer Number\*

ABN\*

Title\* Company

First Name\*

Last Name\*

Email\*

Phone/Mobile

[CONTINUE](#)

5. **ENTER DETAILS, SELECT A SECURITY QUESTION AND "CLICK FINISH"**

#### REGISTER AS A SCHWEPES CONNECT USER

Create User Name\*

Create Password\*

Confirm Password

Security Question\*

Answer\*

[FINISH](#)

6. **YOU WILL RECEIVE THE MESSAGE** "Thanks for registering with Schweppes Connect" and an email will be sent to your email address with a link to confirm your registration details.

7. **WHEN YOU RECEIVE THE EMAIL, "CLICK ON THE HYPERLINK" TO CONFIRM YOUR REGISTRATION.**

Dear Andrew Smith  
Thank you for registering for Schweppes Connect.  
To activate your online account please click on the following link:  
<https://qa.schweppesconnect.com.au/443/cp/user/Registration-jst?wec-appid=C>

Note: This activation link will expire 7 days from the date of this email.

For any enquires, please phone the Schweppes customer centre on 1300 133 122.



8. **IF SUCCESSFUL YOU WILL RECEIVE THE MESSAGE**

**USER ACTIVATION**

Thanks!

Your registration has been successful, please click the button/link below to sign in.

[SIGN IN](#)

9. **TROUBLESHOOTING**

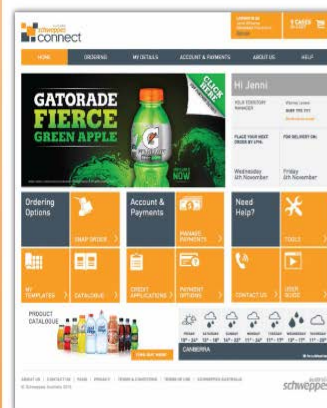
- Password criteria = 8 characters
- Schweppes Customer No. and ABN required to Self Register
- If Schweppes Connect doesn't activate via the email link, close your browser and try again.

**Need more help?**  
Call our helpful customer service representatives on 1300 133 122



## HOMEPAGE

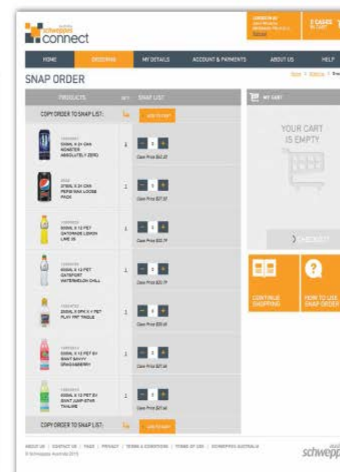
### WELCOME TO THE SCHWEPES CONNECT HOMEPAGE



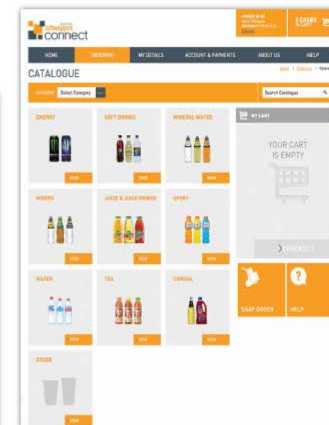
## ORDERING

1. **ORDERING**  
Okay – now you have your own log in to Schweppes Connect you can place an order via "Snap Order" or "Catalogue".

2. **SNAP ORDER** – displays your last 6 orders



3. **CATALOGUE** – Displays by Category, or you can easily search by Category, Pack or Brand.



2. **Select products from Snap Order and/or Catalogue to add to your shopping CART**

3. **SELECT CHECKOUT** [CHECKOUT](#)  
It's that easy...

### GREAT FEATURES INCLUDE:

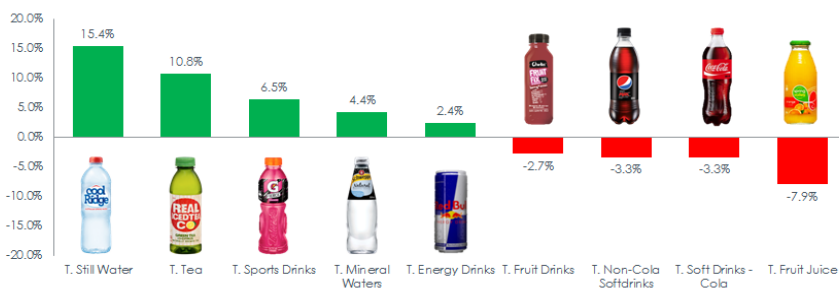
- Your Schweppes Territory Manager's name and mobile
- When to place your next order
- Next delivery date
- Account details and payment options
- 7 day weather forecast
- Helpful User Guide Video



# Category Trends

## Category Trends

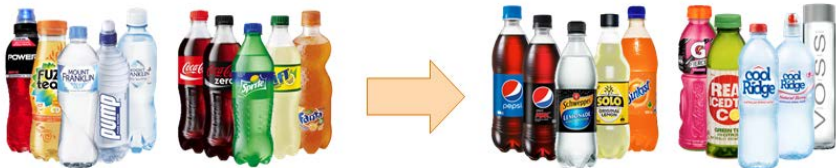
Consumers are moving towards healthier beverages. This is reflected in the growth of perceived healthier categories over the past year.



Nielsen: National measured market, Volume % Change - MAT 06.12.15

Commercial in confidence - Subject to Schweppes Australia internal approval

## Current Offer vs. Schweppes Australia

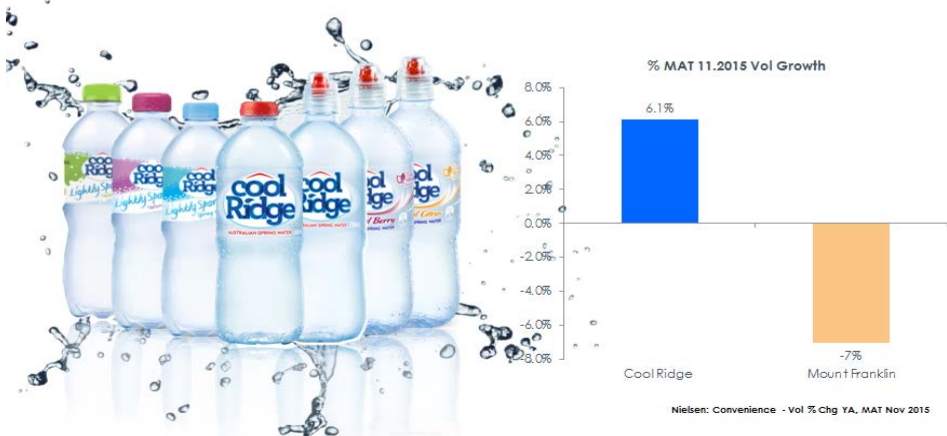


Category	Current Product Offer	Schweppes Australia
Water	Mount Franklin, Pump	Cool Ridge, Voss Premium Water
Sports	Powerade	Gatorade
Full Sugar Cola	Coca-Cola	Pepsi
No Sugar Cola	Coca-Cola Zero	Pepsi Max
Lemonade	Sprite	Schweppes Lemonade
Orange	Fanta	Sunkist
Lemon	Lift	Solo
Premium Soft Drink	Bundaberg Brewed	Schweppes Mixers/Mineral Waters
Iced Tea	Fuze Tea	Real Iced Tea Co
Juice	Orchys	Spring Valley

Commercial in confidence - Subject to Schweppes Australia internal approval

## Water vs. Water

Cool Ridge continues to grow strongly in volume attracting new National partners whilst Mount Franklin is declining<sup>1</sup>



Nielsen: Convenience - Vol % Chg YA, MAT Nov 2015

## Soft Drink – Like For Like



Total Measured Market Comparison Of Category Share			
	Schweppes Australia	CCA	Market Leadership Position
No Sugar Cola	37.6%	34.3% (Coke Zero)	✓
Full Sugar Cola	9.4%	82.1%	✗
Lemonade	30.9%	21.6%	✓
Lemon	50.8%	7.4%	✓
Orange	41.9%	38.4%	✓

Nielsen, Total Measured Market MAT % share of sub-categories to 08/2015

Commercial in confidence - Subject to Schweppes Australia internal approval



# Equipment Solutions – supply and service all equipment free of charge



## Service Record

**100% of all calls responded to within 24hrs\***

97.8% attended within 24hrs\*

80.6% attended within 4 hours or less\*

\*Category A Customer Results

## Equipment Quality

	Schweppes Huxford model	Competitor Fridge Frigore model	% Energy Saving with Schweppes
Power Usage Pre 2010	N/A	12*+ kwh/24hr	61%
Power Usage 2010-2012	N/A	8.3* kwh/24hr	40%
Latest Model Post 2012	4.7* Kwh/24hr	4.9* Kwh/24hr	3%

## Advantaged Service

- ✓ Over 35,000 Coolers in operation
- ✓ Over 3,000 Fountains in trade
- ✓ 195 Service Technicians
- ✓ 32,000 Service calls a year
- ✓ 24/7 Service hotline

# Credit App and Payment of Account

## Credit App attached

### Credit terms - Buy in the

- first week of the month
- Invoiced on the 28<sup>th</sup> of that month
- 28 Days to pay account

The image shows the Schweppes Australia logo and a sample of the 'Application for Credit Account with Schweppes Australia (SA)' form. The form includes fields for Applicant Details, Trading Terms, and Alternative Company or Business Name.

28 day Credit Account - This will set up the customer number as well

## PAYMENT OF YOUR SCHWEPPE'S ACCOUNT

### SAM Schweppes Account Manager Online Credit Card payments or Direct Debit

Log onto: [www.SchweppesAustralia.com.au](http://www.SchweppesAustralia.com.au)  
Select: Trade Customers Tab at the top of the homepage.  
Select: Orders and Payments link.

- User name and Password details have been provided previously to Trade Customers.
- Help is available with the online user manual or alternatively contact our call centre on : 1300 133 122

### EFTPOS Payments:

National Australia Bank  
BSB: 083 001  
ACCOUNT: 515106330

- To ensure that your payment is applied to your account correctly and in a timely manner, please send a detailed remittance, clearly outlining:
- Your customer number
- Depositors Name
- Invoice number/s and the amount you are paying.

### Mail – Cheques:

Schweppes Australia Pty Ltd  
Accounts Receivable  
Locked Bag 28  
Tullamarine Vic 3043

### Contact Details:

Email  
[National.credit@schweppes.com.au](mailto:National.credit@schweppes.com.au)

Fax  
(03) 9338 6485

Once we have the set up the account number we will send you the Order day / delivery day / rep details and relevant phone numbers

# COD Set Up - info required -



- Store Name -  
\_\_\_\_\_
- Store Owner/s -  
\_\_\_\_\_
- ABN -  
\_\_\_\_\_
- Credit app/ Customer info for setting up the customer number- credit app if applicable per franchisee
- Fridge request 1 door / 2 door \_\_\_\_\_
- Is there a fridge there now? What supplier?  
\_\_\_\_\_
- Swap over date -  
\_\_\_\_\_
- Squash Australia light box  
Yes ☐ No ☐
- Once we set up the customer number we will on form you of the rep details and order / delivery days

