



SQUASH
AUSTRALIA

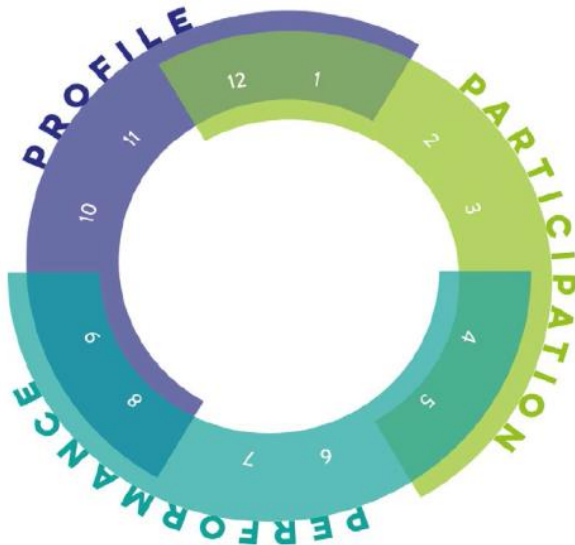
australia
schweppes
a refreshingly better choice

*Presented by Brad Stafford
National / State Accounts
Schweppes Australia
27th November 2016*

Agenda



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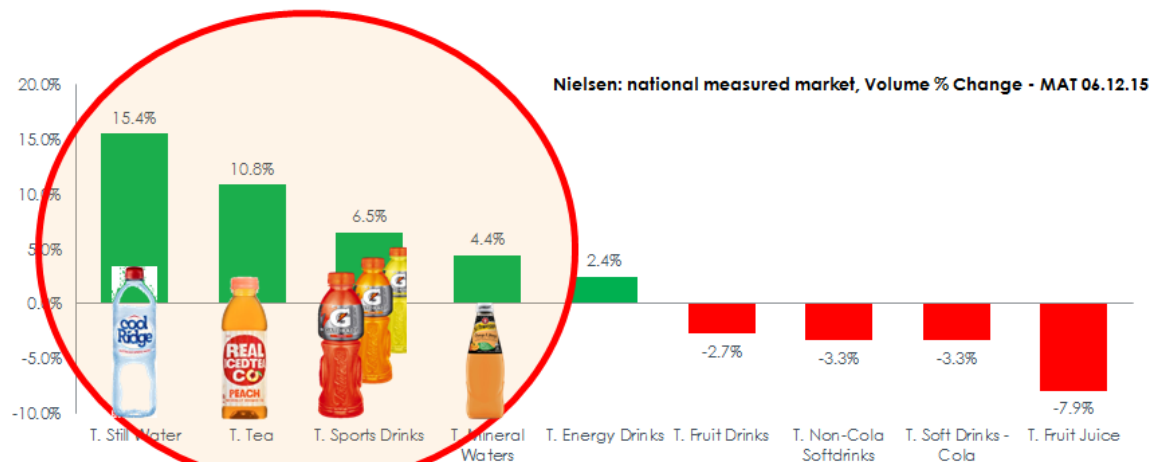
- Schweppes / Asahi
- Consumer Trends / Packs
- Commercial Offer
- Roll out
- Thanks and Questions



Official Sports Drink of the AFL

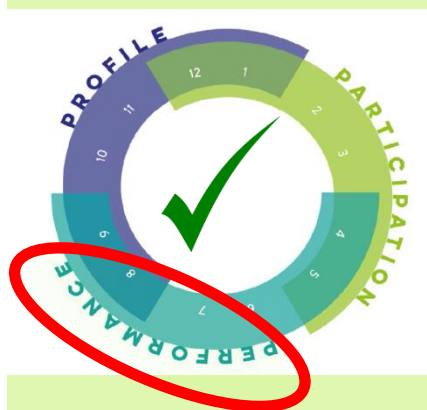
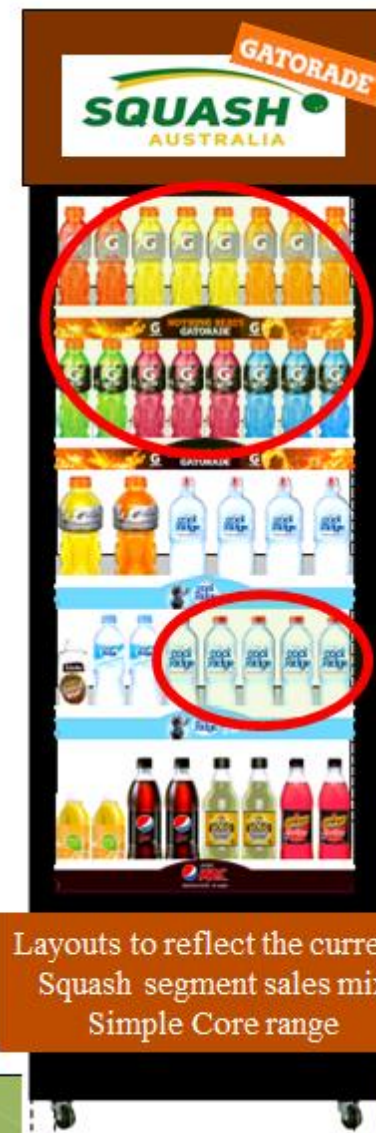


Consumers are moving towards healthier beverages. This is reflected in the growth of perceived healthier categories over the past year.

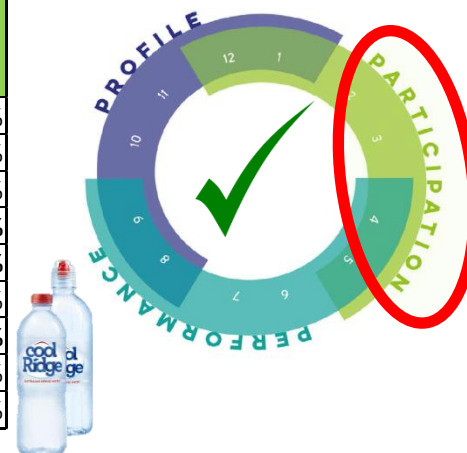


Consumer health habits – driving sales Core range

- 600ml Gatorade x min 4 sku's
- 600ml / 750 ml Cool Ridge
- Other packs are preferred but optional
*only one door coolers will be offered unless the centre is large/high volume with the total range available



Metro ex gst price		CS Base List Price (ex gst)	Discount Value \$	Price after Discount	Wsale / bottle	Revenu e	Profit	Margin
Product	Carton Qty							
Plastic Bottles 250ml Pop Tops Fruit Drink	24	\$26.33	\$ 9.87	\$16.46	\$ 0.69	\$ 2.30	\$ 1.61	70%
Plastic Bottles 450ml Pepsi / Schweppes	24	\$52.56	\$24.76	\$27.80	\$ 1.16	\$ 3.30	\$ 2.14	65%
Plastic Bottles 500ml Real Iced Tea Co	12	\$29.44	\$ 8.21	\$21.23	\$ 1.77	\$ 3.50	\$ 1.73	49%
Plastic Bottles 600ml Cool Ridge	24	\$38.52	\$24.63	\$13.89	\$ 0.58	\$ 3.00	\$ 2.42	81%
Plastic Bottles 600ml Gatorade	12	\$35.59	\$13.35	\$22.24	\$ 1.85	\$ 4.20	\$ 2.35	56%
Plastic Bottles 600ml Pepsi / Schweppes	24	\$60.41	\$24.16	\$36.25	\$ 1.51	\$ 3.70	\$ 2.19	59%
Plastic Bottles 750ml Cool Ridge	20	\$50.58	\$21.40	\$29.18	\$ 1.46	\$ 4.20	\$ 2.74	65%
Plastic Bottles 1L Cool Ridge	12	\$28.91	\$ 8.06	\$20.85	\$ 1.74	\$ 4.50	\$ 2.76	61%
Plastic Bottles 1L Gatorade	6	\$27.18	\$11.50	\$15.68	\$ 2.60	\$ 5.00	\$ 2.39	48%



Term: 5 years or 14,500 cases, whichever is last to occur, with all products to be purchased directly through Schweppes

Ranging: Exclusively Schweppes products, with exceptions as outlined in the Trading Term Summary

Payments to you:

- Schweppes to provide **20** cases of stock per annum at no cost to the Squash Australia head office
- No Rebate
- Squash Australia to make upfront sponsorship payment of **\$5,000 ex GST**.
- Through the term if Squash Australia sells a total of 10,000 cases Schweppes will pay **\$20,000 plus GST**.
- If Squash Australia sells a total of 20,000 cases in total Schweppes will pay another **\$20,000 plus GST**.
- If Squash Australia sells a total of 30,000 cases in total Schweppes will pay another **\$20,000 plus GST**.

8,000 cases a year
Total sponsorship potential \$65k!

Equipment: Refurbished Sanden one door equipment to be provided as required to existing and new outlets. 10 large Gatorade corf lute signs to use at events. Co branded light-boxes

Roll out Plan



- Effective Communication – Squash Australia



Newsletter/
Video hook up
and branding



- Schweppes Field focus



After SA
communicate –
SAPL local field
visit all centres



- Profit models / one pager



Centre
profitability



- Timelines – to set up



Centre – set up in
a week



- Targets and goals



All Centres by
2018 – set up 14
new centres in
the first 4 weeks

Thanks and Questions