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Departmental Guidelines for Purchasing Coca-Cola Products

The following guidelines are intended to provide assistance for individuals purchasing Coca-Cola products for departmental use using any Texas Tech University funds. The Procurement Department has made every effort to ensure that the guidelines are in compliance with University operating policies and the exclusive contract the University has with Coca-Cola.

Policy:

1. Departmental purchases of Coca-Cola products are not subject to university bidding requirements as the university has an exclusive contract with Coca-Cola.
 - a. **Distribution, sale, or purchase of non-Coke products by the university is prohibited as this violates the generous sponsorship agreement Texas Tech University has with Coca-Cola.**
 - b. This rule also applies to single bottled water (32 ounces or less) or other beverages that are donated and includes off-campus events *as long as the University is associated with the event*.
 - c. “Students, Employees, faculty, staff or their guests may bring Competitive Products purchased outside the Campus in quantities less than five standard physical cases onto the Campus for personal consumption, including without limitation, at private functions organized by such students, employees, faculty, staff or their guests, and not for resale.”
 - d. Departments may purchase up to 10 cases of Coca-Cola products from local retailers per purchase. PCards may be used for these purchases. Any departmental purchase of more than 10 cases must be purchased on a PO.

Purchasing Procedure:

1. In order to purchase Coke products directly through Coca-Cola, departments must have an outlet number and a purchase order. If the department does not already have an outlet number, contact [Strategic Acquisitions](#) or TTU’s Coca Cola Vending Operations Manager, reach out to Strategic Acquisitions for the operations manager contact. (Setting up an outlet number will take up to two weeks, so please allow enough time for this prior to the first order).
2. Set up a standing purchase order. This may be set up while waiting to receive the outlet number from Purchasing. Use the 7N4000 Coffee/Soft Drinks account code. (Do not use 7N4006 Bottled Water/Water Services, which is for bulk water delivery services.)
3. Once the outlet number is received and the purchase order is established, an order of over 10 cases may be placed by calling or emailing the Coca-Cola Vending Operations Manager (Coca-Cola SWB) **The departmental outlet number and PO number when the bulk order is placed.** Turnaround time for orders through Felicia will be 48 hours if an outlet number is already set up for the department.
4. Coca-Cola will send the invoices to Payment Services. If any products other than DASANI® bottled water have been ordered, a completed and signed food and entertainment form must be submitted to Payment Services. Remember that only coffee and bottled water are exempt from complying with [OP 72.05: Expenditures for Official Functions, Business Meetings, and Entertainment](#), so departments must have a business purpose for the purchase of all other beverages.
5. A debit card reader is attached to most Coke machines. A temporary hold will be placed on certain bank debit cards when used. The hold will be removed once the payment is processed and clears the bank.

Coca Cola Product List Found Below:

NOTES:

- ❖ *The University will not reimburse beverages purchased for personal consumption noted above.*
- ❖ *Any Texas Tech University FOP that allows this purchase may be used. Beverages are not allowed on any appropriated funds (11, 12, 13 or 14). If you are using sponsored program (SPAR) funds, be sure to check with the grant accountant prior to submitting the requisition to make sure the purchase is allowed.*

Quick Links

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[Coca Cola Product List>](#)

SSD/MMR 12 oz. Cans 2023 Core SKU List

SKUs are shown **in Brand Flow** order – the placement on shelf with adjacent items
MMR is included in these sets.

Dr. Pepper, although not a Coke product, can still be purchased.

SSD/MMR 12 OZ 12-PKS			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola12 oz. 12-pk	115583	049000028904
EXISTING SKU - MAINTAIN	Coca-Cola-CF 12 oz. 12-pk	116153	049000029338
EXISTING SKU - MAINTAIN	Coca-Cola Zero 12 oz. 12-pk	121750	049000042559
EXISTING SKU - MAINTAIN	Coca-Cola Zero Zero 12 oz. 12-pk	146533	049000060904
EXISTING SKU - MAINTAIN	Cherry Coke12 oz. 12-pk	116305	049000031034
EXISTING SKU - MAINTAIN	Coca-Cola Cherry Zero12 oz. 12-pk	125491	049000047516
EXISTING SKU - MAINTAIN	Vanilla Coke12 oz. 12-pk	116662	049000031249
EXISTING SKU - MAINTAIN	Cherry Vanilla 12 oz. 12-pk	157096	049000093285
EXISTING SKU - MAINTAIN	Cherry Vanilla zero 12 oz. 12-pk	157231	049000093346
EXISTING SKU - MAINTAIN	Diet Coke12 oz. 12-pk	115584	049000028911
EXISTING SKU - MAINTAIN	Diet Coke-CF12 oz. 12-pk	115585	049000029345
EXISTING SKU - MAINTAIN	Fresca 12 oz. 12-pk	116307	049000031058
EXISTING SKU - MAINTAIN	Sprite 12 oz. 12-pk	115586	049000028928
EXISTING SKU - MAINTAIN	Sprite Zero 12 oz. 12-pk	119791	049000037111
LTO - NEW CORE SKU - '23	Sprite Lymonade Strawberry 12 oz 12-pk	411934	049000550856
EXISTING SKU - MAINTAIN	Fanta Orange 12 oz. 12-pk	116151	049000030730
NEW CORE SKU - '23	Fanta Orange Zero 12 oz. 12-pk	122327	049000041217
NEW CORE SKU - '23	FANTA PINEAPPLE 12 OZ 12-PK	142735	049000030761
EXISTING SKU - MAINTAIN	Fanta Strawberry12 oz. 12-pk	116460	049000030754
EXISTING SKU - MAINTAIN	MM Refresh 12 oz. 12-pk Lemonade	116320	025000058387
EXISTING SKU - MAINTAIN	MM Refresh 12 oz. 12-pk Zero Lemonade	157483	025000121159
EXISTING SKU - MAINTAIN	MM Refresh 12 oz. 12-pk Pink Lemonade	116472	025000058240
EXISTING SKU - MAINTAIN	Barq's Root Beer12 oz. 12-pk	116149	049000030129
EXISTING SKU - MAINTAIN	Mello Yello12 oz. 12-pk	116150	049000028935



SSD/MMR 12 oz. Cans 2023 Core SKU List



SSD 12 OZ 24-PKS			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola12 oz. 24-pk	100722	049000012781
EXISTING SKU - MAINTAIN	Coca-Cola Zero12 oz. 24-pk	123159	049000042849
EXISTING SKU - MAINTAIN	Diet Coke12 oz. 24-pk	100724	049000010633
EXISTING SKU - MAINTAIN	Sprite12 oz. 24-pk	124384	049000019384



SSD 12 OZ 35-PKS			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola12 oz. 35-pk	146574	049000058468
EXISTING SKU - MAINTAIN	Coca-Cola Zero12 oz. 35-pk	147649	049000058499
EXISTING SKU - MAINTAIN	Diet Coke12 oz. 35-pk	146575	049000058475
EXISTING SKU - MAINTAIN	Sprite12 oz. 35-pk	146576	049000058482



12 oz 18-pk SSD			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
LTO - NEW CORE SKU - '23	Coke 12 oz 18-pk	410243	049000544138
LTO - NEW CORE SKU - '23	Coke Zero 12 oz 18-pk	410246	049000544145
LTO - NEW CORE SKU - '23	Diet Coke 12 oz 18-pk	410245	049000544152
LTO - NEW CORE SKU - '23	Sprite 12 oz 18-pk	410256	049000544169



SKUs are shown in **Brand Flow** order – the placement on shelf with adjacent items
MMR is included in these sets

SSD Mini-Cans 2023 Core SKU List



SSD 7.5 OZ 10-PK MINI CANS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 7.5 oz. mini 10-pk	151757	049000067217
LTO - NEW CORE SKU - '23	Coke Creations Move 7.5 oz 10-pk	411970	049000551112
EXISTING SKU - MAINTAIN	Coke Zero Sugar 7.5 oz. mini 10-pk	154774	049000067231
LTO - NEW CORE SKU - '23	Coke Zero Creations Move 7.5 oz 10-pk	411969	049000551075
EXISTING SKU - MAINTAIN	Cherry Coke mini 10-pk	154776	49000074772
EXISTING SKU - MAINTAIN	Diet Coke 7.5 oz. mini 10-pk	151791	049000067224
EXISTING SKU - MAINTAIN	Sprite 7.5 oz. mini 10-pk	151792	049000067248
EXISTING SKU - MAINTAIN	Sprite Zero 7.5 oz. mini 10-pk	410258	049000093506
NEW CORE SKU - '23	Fanta Orange 7.5 oz. mini 10-pk	154912	049000067262

SSD 7.5 OZ 6-PK MINI CANS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 7.5 oz. mini 6-pk	151773	049000061017
EXISTING SKU - MAINTAIN	Coca-Cola zero 7.5 oz. mini 6-pk	151774	049000061048
EXISTING SKU - MAINTAIN	Cherry Coke 7.5 oz. mini 6-pk	152889	049000072303
EXISTING SKU - MAINTAIN	Diet Coke 7.5 oz. mini 6-pk	151775	049000061055
EXISTING SKU - MAINTAIN	Fresca 7.5 oz. mini 6-pk	155361	049000075298
EXISTING SKU - MAINTAIN	Sprite 7.5 oz. mini 6-pk	151776	049000061062
EXISTING SKU - MAINTAIN	Sprite zero 7.5 oz. Mini-Can 6-pk	151778	049000061024
EXISTING SKU - MAINTAIN	Fanta Orange 7.5 oz. mini 6-pk	151777	049000061031
LTO - NEW CORE SKU - '23	FANTA Halloween WTF 7.5 oz 6-pk	412001	049000004540



ADD'L LTOS

ULTIMATE

Y3000 7.5 oz 10-pk



SKUs are shown **in Brand Flow** order – the placement on shelf with adjacent items



SSD/MMR MPET 2023 Core SKU List



SSD .5L 6-PKS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola .5L 6-pk	102279	049000024685
EXISTING SKU - MAINTAIN	Coca-Cola Zero .5L 6-pk	127105	049000045840
EXISTING SKU - MAINTAIN	Cherry Coke .5L 6-pk	156367	049000075960
EXISTING SKU - MAINTAIN	Coke Cherry Zero .5L 6-pk	155616	049000075946
EXISTING SKU - MAINTAIN	Diet Coke .5L 6-pk	102280	049000024692
EXISTING SKU - MAINTAIN	Diet Coke-CF .5L 6-pk	113437	049000025422
EXISTING SKU - MAINTAIN	Fresca .5L 6-pk	410257	049000029635
EXISTING SKU - MAINTAIN	Sprite .5L 6-pk	102281	049000024708
EXISTING SKU - MAINTAIN	Sprite Zero .5L 6-pk	120443	049000037173
EXISTING SKU - MAINTAIN	Fanta Orange .5L 6-pk	152081	049000031683

SSD 12 OZ 8-PKS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 12 oz. 8-pk	133762	049000005486
EXISTING SKU - MAINTAIN	Coca-Cola Zero 12 oz. 8-pk	133765	049000006841
EXISTING SKU - MAINTAIN	Diet Coke 12 oz. 8-pk	133763	049000005943
EXISTING SKU - MAINTAIN	Sprite 12 oz. 8-pk	133766	049000006124
EXISTING SKU - MAINTAIN	Sprite Zero 12 oz. 8-pk	134166	049000001167



SKUs are shown in **Brand Flow** order – the placement on shelf with adjacent items MMR is included in these sets

SSD/MMR Big Bottle 2023 Core SKU List



SSD/MMR 2 LITER

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 2-lt	132530	049000050103
EXISTING SKU - MAINTAIN	Coca-Cola Zero 2-lt	132531	049000050141
EXISTING SKU - MAINTAIN	Cherry Coke 2-lt	132529	049000050165
EXISTING SKU - MAINTAIN	Diet Coke 2-lt	132532	049000050110
EXISTING SKU - MAINTAIN	CF Diet Coke 2-lt	132528	049000050134
EXISTING SKU - MAINTAIN	Sprite 2-lt	132540	049000050158
EXISTING SKU - MAINTAIN	Sprite Zero 2-lt	132539	049000050172
EXISTING SKU - MAINTAIN	Fanta Orange 2-lt	132543	049000050257
EXISTING SKU - MAINTAIN	Fanta Pineapple 2-lt	134318	049000050264
EXISTING SKU - MAINTAIN	Fanta Strawberry 2-lt	132544	049000050271
EXISTING SKU - MAINTAIN	MM Refresh 2-lt Lemonade	132551	025000053818
EXISTING SKU - MAINTAIN	Barq's Root Beer 2-lt	132541	049000050233

SSD 1.25 LITER

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 1.25 liter	137072	049000055375
EXISTING SKU - MAINTAIN	Coca-Cola Zero 1.25 liter	136905	049000055412
EXISTING SKU - MAINTAIN	Diet Coke 1.25 liter	137073	049000055399
NEW CORE SKU - '23	Cherry Coke 1.25-liter	158302	049000549614
EXISTING SKU - MAINTAIN	Sprite 1.25 liter	137075	049000055450
NEW CORE SKU - '23	Fanta Orange 1.25 lt	136908	049000055436



SKUs are shown in **Brand Flow** order – the placement on shelf with adjacent items
MMR is included in these sets

SSD/MMR IC 2023 Core SKU List



SSD/MMR 20 OZ BOTTLE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 20 oz.	119826	049000000443
EXISTING SKU - MAINTAIN	Cherry Coke 20 oz.	102580	049000018011
EXISTING SKU - MAINTAIN	Cherry Zero 20 oz.	125492	049000047547
EXISTING SKU - MAINTAIN	Cherry Vanilla 20 oz.	157112	049000530735
EXISTING SKU - MAINTAIN	Coca-Cola Zero 20 oz.	121765	049000040869
LTO - NEW CORE SKU - '23	Coke Creations Move 20 oz.	411968	049000551037
LTO - NEW CORE SKU - '23	Coke Zero Creations Move 20 oz.	411967	049000551020
EXISTING SKU - MAINTAIN	Diet Coke 20 oz.	119827	049000000450
EXISTING SKU - MAINTAIN	Sprite 20 oz.	103029	049000007640
EXISTING SKU - MAINTAIN	Sprite Zero 20 oz.	120461	049000037197
LTO - NEW CORE SKU - '23	Sprite Lymonade Strawberry 20 oz.	411933	049000550825
EXISTING SKU - MAINTAIN	Fanta Orange 20 oz.	114756	049000019162
NEW CORE SKU - '23	Fanta Orange Zero 20 oz.		049000041439
LTO - NEW CORE SKU - '23	FANTA Halloween WTF 20 oz.	412000	049000551051
EXISTING SKU - MAINTAIN	Fanta Pineapple 20 oz.	114757	049000028201
EXISTING SKU - MAINTAIN	MM Refresh 20 oz. Lemonade	115304	025000058011
EXISTING SKU - MAINTAIN	MM Refresh 20 oz. Blue Raspberry	157396	025000119996

SSD 16 OZ CAN

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coca-Cola 16 oz. Can	146858	049000053418
EXISTING SKU - MAINTAIN	Diet Coke 16 oz. Can	145277	049000053425
EXISTING SKU - MAINTAIN	Sprite 16 oz. Can	144089	049000053432



SKUs are shown **in Brand Flow** order – the placement on shelf with adjacent items
MMR is included in these sets



ULTIMATE

Y3000

ADD'L LTOS



Coke Glass 2023 Core SKU List



SSD Glass Bottles/Coke From Mexico			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Coke de Mexico 355 4-pk	155385	049000075465
EXISTING SKU - MAINTAIN	Coke from Mexico 355 single	122360	049000004632
EXISTING SKU - MAINTAIN	Coca-Cola 8 oz. glass 6-pk	103172	049000018349



Topo Chico Mixers



TOPO CHICO MIXERS 6.5 OZ GLASS 4-PKS			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC - All Check Digits
NEW CORE SKU - '23	Topo Chico 6.5 oz glass 4-pk Ginger Beer	411921	021136181340
NEW CORE SKU - '23	Topo Chico 6.5 oz glass 4-pk Tonic Water	411743	021136181289
NEW CORE SKU - '23	Topo Chico 6.5 oz glass 4-pk Club Soda	411922	021136181319



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

SSD LTO 2023 Core SKU List



SSD LTO'S COKE CREATIONS			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
LTO - NEW CORE SKU - '23	Coke Creations Move 7.5 oz 10-pk	411970	049000551112
LTO - NEW CORE SKU - '23	Coke Creations Gaming 7.5 oz 10-pk	412118	049000552133
LTO - NEW CORE SKU - '23	Coke Creations Future Tech 7.5 oz 10-pk		
LTO - NEW CORE SKU - '23	Coke Zero Creations Move 7.5 oz 10-pk	411969	049000551075
LTO - NEW CORE SKU - '23	Coke Zero Creations Gaming 7.5 oz 10-pk	412116	049000552126
LTO - NEW CORE SKU - '23	Coke Zero Creations Future Tech 7.5 oz 10-pk		
LTO - NEW CORE SKU - '23	Coke Creations Move 20 oz.	411968	049000551037
LTO - NEW CORE SKU - '23	Coke Creations Gaming 20 oz.	412117	049000552072
LTO - NEW CORE SKU - '23	Coke Creations Future Tech 20 oz.		
LTO - NEW CORE SKU - '23	Coke Zero Creations Move 20 oz.	411967	049000551020
LTO - NEW CORE SKU - '23	Coke Zero Creations Gaming 20 oz.	412115	049000552065
LTO - NEW CORE SKU - '23	CokeZero Creations Future Tech 20 oz.		

SSD LTO'S SPRITE & FANTA			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
LTO - NEW CORE SKU - '23	Sprite Lymonade Strawberry 12 oz 12-pk	411934	049000550856
LTO - NEW CORE SKU - '23	Sprite Lymonade Strawberry 20 oz	411933	049000550825
LTO - NEW CORE SKU - '23	FANTA Halloween WTF 20 oz.	412000	049000551051
LTO - NEW CORE SKU - '23	FANTA Halloween WTF 7.5 oz 6-pk	412001	049000004540



Dunkin 2023 Core SKU List



DUNKIN			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Dunkin French Vanilla Iced Coffee 13.7 oz. single	152921	049000072396
EXISTING SKU - MAINTAIN	Dunkin Mocha Iced Coffee 13.7 oz. single	152922	049000072389
EXISTING SKU - MAINTAIN	Dunkin Original Iced Coffee 13.7 oz. single	152923	049000072372
NEW CORE SKU - '23	Dunkin Bakery Series Brownie Batter Donut 11 oz		049000550740
NEW CORE SKU - '23	Dunkin Bakery Series Cake Batter Donut 11 oz		049000550764
NEW CORE SKU - '23	Dunkin Bakery Series Coffee Cake Muffin 11 oz		049000550757



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

vitaminwater 2023 Core SKU List



VITAMINWATER 20 OZ SMALL STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. xxx	156089	786162150004
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. energy	156091	786162080004
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. power-c	156090	786162010001
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. squeezed zero	156079	786162002976
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. focus	156084	786162070005
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. xxx zero	156078	786162002969
NEW CORE SKU - '23	vitaminwater 20 oz. with love zero		786162411365
NEW CORE SKU - '23	vitaminwater 20 oz. forever you zero		786162411341
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. gutsy zero	410351	786162410740
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. rise zero	156081	786162002983
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. shine zero	156080	786162004987
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. essential	156085	786162040008
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. refresh	156082	786162004857

VITAMINWATER 20 OZ LARGE STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. power-c	156090	786162010001
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. xxx	156089	786162150004
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. squeezed zero	156079	786162002976
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. energy	156091	786162080004
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. xxx zero	156078	786162002969
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. rise zero	156081	786162002983
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. shine zero	156080	786162004987
NEW CORE SKU - '23	vitaminwater 20 oz. with love zero		786162411365
NEW CORE SKU - '23	vitaminwater 20 oz. forever you zero		786162411341
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. gutsy zero	410351	786162410740
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. focus	156084	786162070005
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. essential	156085	786162040008
EXISTING SKU - MAINTAIN	vitaminwater 20 oz. refresh	156082	786162004857



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

vitaminwater 2023 Core SKU List

GLACÉAU
vitaminwater®

VITAMINWATER 500 ML 6-PKS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	vitaminwater .5L 6-pk xxx zero	142719	786162003515
EXISTING SKU - MAINTAIN	vitaminwater .5L 6-pk power-c	142717	786162003553
EXISTING SKU - MAINTAIN	vitaminwater .5L 6-pk squeezed zero	142720	786162003508
EXISTING SKU - MAINTAIN	vitaminwater .5L 6-pk xxx	142716	786162003546
EXISTING SKU - MAINTAIN	vitaminwater .5L 6-pk rise zero	142721	786162003522



VITAMINWATER 20 OZ 12-PKS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
NEW CORE SKU - '23	vitaminwater 20 oz. 12-pk xxx zero		786162411440
NEW CORE SKU - '23	vitaminwater 20 oz. 12-pk power-c		786162411471



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

POWERADE 2023 Core SKU List



POWERADE 28 OZ SMALL STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Berry Blast	156834	049000079357
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Fruit Punch	156843	049000079388
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Grape	156848	049000079401
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Lemon Lime	156837	049000079371
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Straw/Lemonade	156845	049000079395
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Orange	156853	049000079364
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Mixed Berry Zero	156832	049000079326
EXISTING SKU - MAINTAIN	POWERADE 28 oz. White Cherry	156851	049000079418
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Grape Zero	156850	049000079319
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Fruit Punch Zero	156846	049000079340
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Orange Zero	156842	049000079333
EXISTING SKU - MAINTAIN	POWERADE 28 oz. White Cherry Zero	156847	049000079562

POWERADE 28 OZ LARGE STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Berry Blast	156834	049000079357
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Fruit Punch	156843	049000079388
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Lemon Lime	156837	049000079371
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Mixed Berry Zero	156832	049000079326
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Grape	156848	049000079401
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Orange	156853	049000079364
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Grape Zero	156850	049000079319
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Straw/Lemonade	156845	049000079395
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Fruit Punch Zero	156846	049000079340
EXISTING SKU - MAINTAIN	POWERADE 28 oz. Orange Zero	156842	049000079333
EXISTING SKU - MAINTAIN	POWERADE 28 oz. White Cherry Zero	156847	049000079562
EXISTING SKU - MAINTAIN	POWERADE 28 oz. White Cherry	156851	049000079418



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

POWERADE 2023 Core SKU List



POWERADE 20 OZ 8-PK

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Berry Blast	125625	049000045659
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Fruit Punch	125624	049000045666
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Mixed Berry Zero	130471	049000050752
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Orange	125623	049000047141
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Grape	125622	049000047134
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Fruit Punch Zero	137799	049000056433
EXISTING SKU - MAINTAIN	POWERADE 8-pk 20 oz. Grape Zero	130470	049000050745

POWERADE 20 OZ SINGLES

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	POWERADE 20 oz. Loose Berry Blast	101728	049000007909
EXISTING SKU - MAINTAIN	POWERADE 20 oz. Loose Fruit Punch	102752	049000003710



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

smartwater 2023 Core SKU List



SMARTWATER SMALL STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	smartwater 1 liter Base water	129252	786162338006
NEW CORE SKU - '23	smartwater alkaline + antioxidant - 1 lt	411690	786162411167
EXISTING SKU - MAINTAIN	smartwater 700 ml sports-cap	132296	786162001511
EXISTING SKU - MAINTAIN	smartwater 1.5 liter Base water	129253	786162507006
NEW CORE SKU - '23	smartwater alkaline + antioxidant 1.5 lt	411713	786162411150
EXISTING SKU - MAINTAIN	smartwater 20 oz. Base water	129254	786162200433
NEW CORE SKU - '23	smartwater alkaline + antioxidant 20 oz		786162411396
EXISTING SKU - MAINTAIN	smartwater Cucumber Lime 700 ml	157206	786162006127
EXISTING SKU - MAINTAIN	smartwater Strawberry Blackberry 700 ml	157196	786162006226
EXISTING SKU - MAINTAIN	smartwater Passion Fruit Mango 700 ml	410150	786162410597



Priority
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SMARTWATER LARGE STORE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	smartwater 1 liter 6-pk Base water	135239	786162002815
NEW CORE SKU - '23	smartwater alkaline + antioxidant 1 lt 6-pk	411704	786162411174
EXISTING SKU - MAINTAIN	smartwater 1 liter Base water	129252	786162338006
NEW CORE SKU - '23	smartwater alkaline + antioxidant - 1 lt	411690	786162411167
NEW CORE SKU - '23	smartwater 1 liter Base water 1lt 12-pk Corrugate		786182410993
NEW CORE SKU - '23	smartwater alkaline + antioxidant 1 lt 12-pk Corrugate		786162411419
EXISTING SKU - MAINTAIN	smartwater 1.5 liter Base water	129253	786162507006
NEW CORE SKU - '23	smartwater alkaline + antioxidant 1.5 lt	411713	786162411150
EXISTING SKU - MAINTAIN	smartwater .5L 6-pk Base water	145098	786162003690
EXISTING SKU - MAINTAIN	smartwater 700 ml sport cap 6-pk	154537	786162005144
EXISTING SKU - MAINTAIN	smartwater 700 ml sports-cap	132296	786162001511
EXISTING SKU - MAINTAIN	smartwater Cucumber Lime 700 ml	157206	786162006127
EXISTING SKU - MAINTAIN	smartwater Strawberry Blackberry 700 ml	157196	786162006226
EXISTING SKU - MAINTAIN	smartwater Passion Fruit Mango 700 ml	410150	786162410597



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

Dasani 2023 Core SKU List



DASANI			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Dasani 20 oz. Base water	112259	049000009774
EXISTING SKU - MAINTAIN	Dasani 1 liter Base water	112260	049000026566



DASANI			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Dasani 500 ml 24-pk Base water	116366	049000031652
EXISTING SKU - MAINTAIN	Dasani 500 ml 32-pk Base water	134386	049000048056
EXISTING SKU - MAINTAIN	Dasani 12 oz. 8-pk Base water	135450	049000028706
EXISTING SKU - MAINTAIN	Dasani .5L 6-pk Base water	112795	049000009781



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

AHA 2023 Core SKU List



AHA			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	AHA Blueberry Pomegranate 16 oz. can	157362	049000532661
EXISTING SKU - MAINTAIN	AHA Lime Watermelon 16 oz.	157363	049000533682



AHA			
Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	AHA Blueberry Pomegranate 12 oz. 8-pk	157375	049000532302
EXISTING SKU - MAINTAIN	AHA Lime Watermelon 12 oz. 8-pk	157376	049000532456
EXISTING SKU - MAINTAIN	AHA Orange Grapefruit 12 oz. 8-pk	157373	049000532524
EXISTING SKU - MAINTAIN	AHA Pineapple Passion Fruit 12 oz. 8-pk	410195	049000542905
EXISTING SKU - MAINTAIN	AHA Blackberry Lemon 12 oz. 8-pk	410197	049000542806
EXISTING SKU - MAINTAIN	AHA Peach Honey 12 oz. 8-pk	157379	049000532562



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
 Reference National Merchandising Standards for on shelf Brand Flow

Gold Peak 2023 Core SKU List



GOLD PEAK 18.5 OZ

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Sweet	135333	083900005757
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Unsweet	135337	083900005771
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Zero Sugar Sweet Tea	135334	083900005764
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Green	135336	083900005979
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Georgia Peach	151695	049000067934
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. California Raspberry	151694	049000067927



GOLD PEAK 500 ML 12-PK

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
NEW CORE SKU - '23	Gold Peak 500 ml 12-pk Sweet		049000551761
NEW CORE SKU - '23	Gold Peak 500 ml 12-pk Zero Sugar		049000552188



GOLD PEAK 500 ML 6-PK

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Gold Peak 500 ml 6-pk Sweet	135249	083900005542
EXISTING SKU - MAINTAIN	Gold Peak 500 ml 6-pk Unsweet	151044	049000065633
EXISTING SKU - MAINTAIN	Gold Peak 500 ml 6-pk Zero Sugar Sweet Tea	135250	083900005535
EXISTING SKU - MAINTAIN	Gold Peak 500 ml 6-pk Green	151742	049000068672



GOLD PEAK 59 OZ

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Gold Peak 59 oz. Sweet	410410	049000545111
EXISTING SKU - MAINTAIN	Gold Peak 59 oz. Unsweet	410409	049000545135
EXISTING SKU - MAINTAIN	Gold Peak 59 oz. Zero Sugar Sweet Tea	410408	049000545159



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Note – the Tea Category has Regional segmentation guidance – shown is the most common Order of Entry
 Reference National Merchandising Standards for your specific Order of Entry and on shelf Brand Flow

Peace 2023 Core SKU List



PEACE TEA

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Peace Tea Razzleberry 23 oz.	152952	049000070484
EXISTING SKU - MAINTAIN	Peace Tea Just Peachy 23 oz.	152965	049000070439
EXISTING SKU - MAINTAIN	Peace Tea Caddy Shack 23 oz.	152951	049000070422
EXISTING SKU - MAINTAIN	Peace Tea Sno-berry 23oz can	152935	049000070507
EXISTING SKU - MAINTAIN	Peace Tea Mango Green 23oz can	157352	049000531077

GOLD PEAK/PEACE COMBINED

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Sweet	135333	083900005757
EXISTING SKU - MAINTAIN	Peace Tea Razzleberry 23 oz.	152952	049000070484
EXISTING SKU - MAINTAIN	Peace Tea Just Peachy 23 oz.	152965	049000070439
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Unsweet	135337	083900005771
EXISTING SKU - MAINTAIN	Peace Tea Caddy Shack 23 oz.	152951	049000070422
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Zero Sugar Sweet Tea	135334	083900005764
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Green	135336	083900005979
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. Georgia Peach	151695	049000067934
EXISTING SKU - MAINTAIN	Gold Peak 18.5 oz. California Raspberry	151694	049000067927
EXISTING SKU - MAINTAIN	Peace Tea Sno-berry 23oz can	152935	049000070507
EXISTING SKU - MAINTAIN	Peace Tea Mango Green 23oz can	157352	049000531077



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets Reference National Merchandising Standards for your specific Order of Entry and on shelf Brand Flow

MMJTG/Aguas Frescas TEY 2023 Core SKU List



MINUTE MAID JUICES TO GO

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	MMJTG 12 oz. Orange Juice	154898	025000061530
EXISTING SKU - MAINTAIN	MMJTG 12 oz. Apple	154900	025000061516
EXISTING SKU - MAINTAIN	MMJTG 12 oz. Cranberry/Grape	154915	025000052002
EXISTING SKU - MAINTAIN	MMJTG 12 oz. Cran/Apple/Rasp	154914	025000052224



MINUTE MAID AGUAS FRESCAS

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	MM Aguas Frescas Strawberry 16 oz	411040	025000131363
EXISTING SKU - MAINTAIN	MM Aguas Frescas Mango 16 oz	411201	025000131387
EXISTING SKU - MAINTAIN	MM Aguas Frescas Hibiscus 16 oz	411200	025000131349



TUM E YUMMIES

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Tum E Yummies Fruit Punch Party 10.1 oz.	155184	883315090269
EXISTING SKU - MAINTAIN	Tum E Yummies Big Berry Blast 10.1 oz	155186	883315090276



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow

fairlife 2023 Core SKU List



CORE POWER

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	Core Power 14 oz Chocolate	156184	811620021951
EXISTING SKU - MAINTAIN	Core Power 14 oz Strawberry/Banana	156188	811620021982
EXISTING SKU - MAINTAIN	Core Power 14 oz Vanilla	156182	811620021968
EXISTING SKU - MAINTAIN	Core Power Elite 14 oz Chocolate	151817	811620020633
EXISTING SKU - MAINTAIN	Core Power Elite 14 oz. Singles Vanilla	151818	811620020657
EXISTING SKU - MAINTAIN	Core Power Elite 14 oz. Singles Strawberry	157128	811620021425

FAIRLIFE

Insights	Created Brand/Package/Flavor	Material Code	Selling UPC
EXISTING SKU - MAINTAIN	fairlife UFM Chocolate 14 oz.	410721	811620020398
EXISTING SKU - MAINTAIN	fairlife UFM White Milk 2% 14 oz.	411523	811620020879
EXISTING SKU - MAINTAIN	fairlife UFM Strawberry 14 oz.	411524	811620020404



SKUs are shown by **Order of Entry** – The prioritized order by which SKUs are recommended to be added to sets
Reference National Merchandising Standards for on shelf Brand Flow