

STRONGER TOGETHER

Covid-19 PepsiCo Customer Communication
FTN Equipment Start Up

April 30, 2020



PEPSICO

foodservice 

The icons include a soft drink cup with a straw, a Gatorade bottle, a 7UP bottle, a small square container, and a bag of Lay's potato chips.

START-UP PROCESS FOR PEPSICO EQUIPMENT

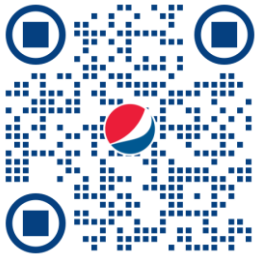
RECOMMENDED ACTIONS BASED ON DURATION OF EQUIPMENT DOWN TIME*

Equipment Type	No use for <u>less than 2 weeks</u>	No use for <u>2 weeks – 4 weeks</u>	No use for <u>greater than 4 weeks</u>
ICE DRINK COMBO	<ul style="list-style-type: none"> Use of Ice Beverage Combo Weekly Cleaning video 	<ul style="list-style-type: none"> Ice Machine sanitized before startup Use of How to Temporarily Shut Down/Restart A Pepsi Fountain instructions BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) 	<ul style="list-style-type: none"> Replacement of water filter cartridge Ice Machine sanitization Sanitization of syrup lines, valves and use of Syrup Line Sanitation video BIB: products be within Best Taste Limit guidelines (R&D VAR 1293)
COUNTER TOP ELECTRIC	<ul style="list-style-type: none"> Use of Countertop Electric Weekly Cleaning video 	<ul style="list-style-type: none"> Use of How to Temporarily Shut Down/Restart A Pepsi Fountain instructions BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) 4 hours run timed for proper dispensing temperature 	<ul style="list-style-type: none"> Replacement of water filter cartridge Use of How to Temporarily Shut Down/Restart A Pepsi Fountain video Sanitization of syrup lines, valves and use of Syrup Line Sanitation video BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) 4 hours run timed for proper dispensing temperature
DROP IN	<ul style="list-style-type: none"> Use of Drop In Dispenser Weekly Cleaning video 	<ul style="list-style-type: none"> Use of How to Temporarily Shut Down/Restart A Pepsi Fountain instructions BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be filled at minimum of 50% for 20 minutes for proper dispensing 	<ul style="list-style-type: none"> Replacement of water filter cartridge Sanitization of syrup lines, valves and use of Syrup Line Sanitation video BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be filled at minimum of 50% for 20 minutes for proper dispensing
BARGUN ICE TAINER	<ul style="list-style-type: none"> Use of Bargun Ice Trainer Weekly Cleaning video 	<ul style="list-style-type: none"> Use of How to Temporarily Shut Down/Restart A Pepsi Fountain instructions BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be filled at minimum of 50% for 20 minutes for proper dispensing 	<ul style="list-style-type: none"> Replacement of water filter cartridge Sanitization of syrup lines, valves and use of Syrup Line Sanitation video BIB: recommend products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be filled at minimum of 50% for 20 minutes for proper dispensing
SPIRE	<ul style="list-style-type: none"> Use of SPIRE Weekly Cleaning video 	<ul style="list-style-type: none"> Ice Machine sanitized before startup Use of How to Temporarily Shut Down/Restart A Pepsi Fountain instructions BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be at 25% full for 20 minutes for proper dispensing 	<ul style="list-style-type: none"> Replacement of water filter cartridge Sanitization of syrup lines, valves and use of Syrup Line Sanitation video BIB: products be within Best Taste Limit guidelines (R&D VAR 1293) Ice bin should be at 25% full for 20 minutes for proper dispensing
DISPENSED JUICE	<ul style="list-style-type: none"> Video in Progress for both Cornelius and Bunn Dispensers cleaning that includes sanitization 	<ul style="list-style-type: none"> Video in Progress for both Cornelius and Bunn Dispensers cleaning that includes sanitization of lines and valves Removal of all expired BIB 	<ul style="list-style-type: none"> Video in Progress for both Cornelius and Bunn Dispensers cleaning that includes sanitization of lines and valves Removal of all expired BIB
TEA URN DISPENSER	<ul style="list-style-type: none"> Use of Urn Dispenser Daily Cleaning Video 	<ul style="list-style-type: none"> Use of Urn Dispenser Daily Cleaning Video Removal of all expired BIB 	<ul style="list-style-type: none"> Use of Urn Dispenser Daily Cleaning Video Removal of all expired BIB Sanitization of syrup lines, valves and use of Syrup Line Sanitation video
FROZEN UNCARBONATED DISPENSER (FUB)	<ul style="list-style-type: none"> Use of Bunn Ultra 2 Daily Cleaning Video 	<ul style="list-style-type: none"> Use of Bunn Ultra 2 Daily Cleaning Video Removal of all expired BIB 	<ul style="list-style-type: none"> Use of Bunn Ultra 2 Daily Cleaning Video Removal of all expired BIB Sanitization of syrup lines, valves and use of Syrup Line Sanitation video
FROZEN CARBONATED DISPENSER (FCB)	<ul style="list-style-type: none"> Flush of product in chamber to refill with fresh product 	<ul style="list-style-type: none"> Unit be sanitized before startup by Technician Removal of all expired BIB 	<ul style="list-style-type: none"> Unit be sanitized before startup by Technician Removal of all expired BIB
BUBBLER	<ul style="list-style-type: none"> Use of Ugolini Arctic Deluxe Daily Cleaning video 	<ul style="list-style-type: none"> Use of Ugolini Arctic Deluxe Daily Cleaning video 	<ul style="list-style-type: none"> Use of Ugolini Arctic Deluxe Daily Cleaning video

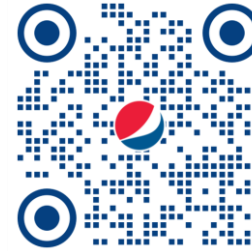
* Please follow any additional instruction provided by government authority. Videos and instructions available on www.pepsiequipmentservice.com

MATCH YOUR EQUIPMENT TO THE QR CODE SCAN FOR CLEANING & TROUBLESHOOTING INSTRUCTIONS

COUNTERTOP ELECTRIC



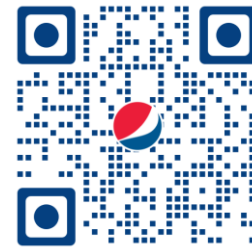
URN DISPENSER



ICE BEVERAGE COMBO



DROP IN DISPENSER



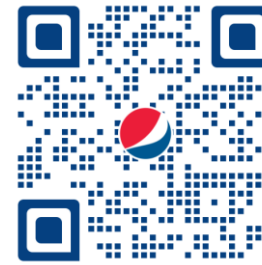
SPIRE SERIES



UGOLINI BUBBLER



BARGUN DISPENSER



OPERATORS CAN TAKE ADDITIONAL PRECAUTIONS TO HELP EASE CONSUMER CONCERNS AROUND SANITATION



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TIPS

Provide Tools to Empower

- Provide disinfecting wipes and hand sanitizer near equipment to empower consumer self-care, especially with push button and touch screen equipment
- Pre-bundle a cup/lid/straw in a sealed pack for each consumer and remove self-serve cups/lid/straw stations to provide strong peace of mind

Visible Cleaning

- Constantly clean all high-touch areas (not just equipment) to provide a powerful signal that the establishment wants to protect consumers
- High-visibility cleaning evokes trust as posted cleaning schedules feel optimistic, but face doubts about follow through

Communication is Essential

- Communicate your commitment to a clean environment in bold, positive terms to rebuild trust
- Highlight positive comparison with previous protocols in a visible way near equipment: For example - “300% more often”

Implement Staff Protocol

- Have money and food handled by completely separate staff members as money is considered highly contaminated
- Increase staff hygiene requirements with temperature checks, masks, gloves, etc.

FOUNTAIN CHECKLIST

- Follow instructions provided by government authority
- Dispose of expired fountain product
- Clean and start up equipment in compliance with equipment supplier guidelines
- Provide disinfecting wipes and hand sanitizer near equipment for consumers
- Pre-pack a cup/lid/straw in a sealed packaged and remove self-serve station for cups/lids/straws
- Clean equipment frequently
- Leverage merchandising tools to communicate proper use of fountain and reinforce sanitation cues



RESOURCES

Equipment Start-up Process

Startup & sanitation instructions, cleaning videos, & pour guidelines

www.pepsiequipmentservice.com

FAQs

Q1: What is a safer option – self-serve, crew serve, bottles & cans?

A: Customers should abide by instructions provided by government authority. Public health authorities have stated that it is very unlikely the COVID-19 virus can be transmitted to humans through food or food packaging materials and that the primary vehicle for transmission is through the respiratory system, not through ingestion. Operators should choose the solution that best fits their environment and consumer.

Q2: How do consumers feel about refills?

A: According to PepsiCo consumer research, we have found that consumers are wary of refilling the same cup. Operators should choose the solution that best fits their environment and consumer. Providing a new cup each time for a refill is an option to consider.

Q3: How do consumers feel about bringing their own reusable bottle to restaurants?

A: Bringing in a reusable cup generates universal anxiety about what germs other patrons' cups might be carrying and spreading. According to PepsiCo consumer research, we have heard that consumers prefer to not to have patrons bring their own reusable bottle into foodservice establishments. Operators should choose the solution that best fits their environment and consumer.

Q4: Is PepsiCo developing new equipment to address consumer concerns around sanitation?

A: PepsiCo is working with foodservice leaders, equipment manufacturers and government authorities to create and identify solutions to increase consumer safety. We are working in tandem with these organizations to test and identify the best solutions so they can be made available for procurement as soon as possible.