

REQUEST FOR PROPOSAL #2019-051  
Pouring Rights  
RESPONSE ADDENDUM #04

**DATE: April 24, 2019**

**QUESTIONS**

1. Exhibit 1 – Table 2- Pages 30 and 31

- You are requesting a financial package for all campuses with enterprise pricing and a second financial package with Campus Specific pricing?

**ANSWER: Correct**

- You will either award an enterprise program or a campus specific program correct?

**ANSWER: The enterprise or system-wide agreement is intended for all campuses however, there may be a situation where it is in the best interest of a campus to enter into a single campus agreement, see RFP Section 2.2 for award details.**

**This is difficult to answer without seeing the responses and we would encourage the Respondents to consider their submission as to support the campus in a manner to make the system wide agreement the best option in the interest of campuses.**

- With either program it will include an exclusive contract for **ALL** the campuses correct?

**ANSWER: See answer to 1(b) above.**

2. Please have Coca-Cola provide all case volume in the same format that we provided for **each campus**:

- By package
- By flavor

**ANSWER: We track soda purchases by type and then pack size. We do NOT track flavors, since flavors are all the same price. We have listed all sales volumes, just not broken out by flavor but certainly broken out by pack size and type of beverage. This data is more than sufficient for bid preparations. Flavors should not be a factor since flavors do not equate to price differences, only type of beverage and beverage packaging effects pricing.**

3. What is the case unit of measure for Odwalla. It appears the volume reported is not in a case count.

**ANSWER: Odwalla is listed by single unit, not cases. UMaine purchases the product individually not by case, currently.**

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4. We would like to understand the extent of the marketing/associational rights being offered. For example, if the Bears were to make the Frozen Final Four, we would like to promote that accomplishment nationally. We can only do that if we agree on certain associational rights. Can you please detail what rights are being made available through this RFP?

**ANSWER: RFP Response Addendum #05 provides a summary of marketing/association right options contemplated by the University to the Sponsor. Addendum #05 will be provided once approved internally.**

**PENDING QUESTIONS**

1. Odwalla is sold at Gorham and Portland but that volume does not appear on the report. Please provide.

**ANSWER:**

2. Vending volume by campus, only Orono is reported.

**ANSWER:**