

GO

August 11, 2009

SOR IMMEDIATE RELEASE

Contacts: Stacia Momburg
805-756-6260, smomburg@calpoly.edu

Yukie Nishinaga
Cal Poly Corporation
805-756-1427, ynishina@calpoly.edu

Cal Poly Signs Deal with Coca Cola

SAN LUIS OBISPO – Cal Poly today announced that it will carry Coca-Cola products exclusively as part of a 10-year deal with Coca-Cola North America and the Coca-Cola Bottling Company of Southern California. Cal Poly Corporation (CPC), which oversees all food and beverage services for the campus, will administer the contract.

Following a comprehensive Request For Proposal process and detailed analysis by the CPC beverage search committee, comprised of campus constituents, the university embraced Coca-Cola as the new beverage vendor.

“We received aggressive proposals from the vendors and found them to offer very competitive programs,” said Larry Kelley, vice president of Administration and Finance. “In the end, Coca-Cola was selected based on its overall commitment to Cal Poly.”

Students, faculty, and staff may now purchase a wide variety of Coca-Cola products, including Coke, Dasani, Powerade, Glaceau, Odwalla, Fuze, and Honest Tea. As a service to the customers, Coca-Cola will allow non-Coke beverages to be sold at the campus markets.

New Energy Star vending machines will replace the old vending machines throughout campus. Coca-Cola’s Energy Management System is designed to maximize energy efficiency and reduce energy costs to the university by approximately 35 percent. New machines will be located across campus including the University Union, residence halls and apartments, Campus Dining complexes, Kennedy Library, and the Recreation Center.

Cal Poly Corporation, Coca-Cola, and Pepsi-Cola (Cal Poly’s previous beverage provider) are working together to ensure a smooth transition over the summer.

“We are eager to provide Cal Poly students, faculty, and staff with our best-selling beverages, as well as introduce them to additional brands that are part of the Coke family.” said Rick Taber, West Business Unit account executive. “We look forward to working with Cal Poly while providing world-class customer service over the next decade.”

About Cal Poly

California Polytechnic State University is located in San Luis Obispo, Calif., and has an enrollment of 19,400. With its emphasis on agriculture, architecture, business, engineering, science and mathematics, and liberal arts, Cal Poly is one of the nation’s top producers of well-trained, work-ready professionals in scientific and technical fields.

About Cal Poly Corporation

Cal Poly Corporation is the non-profit auxiliary organization to Cal Poly, providing self-supporting, innovative, and high-quality services to the university and assisting the institution in achieving its educational mission. For additional information, visit www.calpolycorporation.org or call 805-756-1451.

[Events](#) • [Cal Poly Magazine](#) •
[Cal Poly Update E-newsletter](#) • [Alumni](#) •
[Giving](#) • [Athletics](#)

Cal Poly Public Affairs
California Polytechnic State University
San Luis Obispo, CA 93407
805.756.1511
polynews@calpoly.edu

