

# Pepsi Cola Information - 2023 Dane County Fair - July 20-23

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## Contacts

**Before the Fair:** Patrick Guenther – Office: 608-846-1254,  
Email: [patrick.guenther@wpbpepsi.com](mailto:patrick.guenther@wpbpepsi.com)

**During the Fair:** Mathew Bushek – Cell: 608-513-5820 or  
service number – 608-846-1200

The Dane County Fair continues to value their partnership with Pepsi-Cola of Madison. The following is Dane County Fair and Pepsi-Cola product and service information. All products **MUST** be purchased directly from Pepsi-Cola of Madison.

## New account set up.

If you are a new vendor to the Dane County Fair, or do not have an account set up with Pepsi Cola of Madison, it is very important that you call Patrick Guenther at 608-846-1254 to set up a new account by Monday, July 10. It takes a few days for the paperwork to be processed, so please call in advance to guarantee your delivery. If you wait until the day before the event to set up an account, we cannot guarantee delivery.

If you are an existing vendor that has an account set up with Pepsi Cola of Madison, you do not have to do anything in regard to account set up.

## How to place initial order:

Please call in your original order as soon as possible to Patrick Guenther at 608-846-1254 or [patrick.guenther@wpbpepsi.com](mailto:patrick.guenther@wpbpepsi.com). **Orders are preferred at least a week prior to your arrival; by July 10, 2023.** We realize that many of you won't get into town before Tuesday, but please call or email as soon as possible to ensure we get your order completed. If you have questions before the Fair, please call or email Patrick Guenther.

## Ordering & On-site Pickup

**Pepsi will only be able to make the initial delivery on Wednesday, July 19 at Alliant Energy Center and will deliver all pre-orders to each vendor booth. Vendors will also be able to pick up product directly from the Pepsi Warehouse (6176 Pepsi Way, Windsor) on Thursday & Friday from 8 AM to 4PM and Saturday from 8 AM to 2 PM. This is solely based on the labor shortage everyone is facing and we are not immune to it either.**

During the Fair, call Mathew Bushek at 608-513-5820 or the service number 608-846-1200 for all orders or with any questions. For same day pickup at the Pepsi Warehouse, orders can be placed and picked up from 8 AM to 4 PM (Thursday & Friday) and from 8 AM to 2 PM on Saturday. When ordering please use your account number.

Pickups are C.O.D. unless pre-approved credit and account. Minimum order – five (5) units.

**Pre-orders are available for pickup at the Pepsi Warehouse on Thursday, July 20 starting at 8 AM. Daily pick up will be available on Thursday & Friday from 8 AM to 4 PM and Saturday from 8 AM to 2 PM.**

Post-show pick up will be early morning, Monday, July 24, for equipment used.

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### Prices:

20oz Bottles – Carbonated Soft Drinks (24pk)	\$36.00
20oz Bottles – Klarbrunn Drinking Water/Sport Top/UBR	\$17.27
(24pk) 20oz Bottles – Klarbrunn Sparkling Water (24pk)	\$20.25
17oz Bottles – Vita Ice (12pk)	\$13.91
20oz Bottles – Gatorade (24pk)	\$36.87
18.5 oz Lipton Pure Leaf (24pk)	\$21.80
16oz Energy Drinks – AMP& Rockstar / Kickstart (12pk*)	\$26.46 / \$25.25 Kickstar
20oz Propel (12pk)	\$16.38
10oz Hog Wash (12pk* sport top kids drink)	\$10.08
Ocean Spray Juices/Dole	\$21.53

### Cups & Lids:

Pepsi paper CUPS:	24oz -	\$83.00	1,000 cups
Paper Cup LIDS:	12/16/24oz. -	\$75.00	2400 lids