



STE. GENEVIEVE COUNTY R-II SCHOOL DISTRICT

375 North Fifth Street • Ste. Genevieve, MO 63670-1249

Phone: 573.883.4500 • Fax: 573.883.5957 • www.sgdragons.org

Dr. Paul Taylor
Superintendent

Dr. Lance McClard
Assistant Superintendent

Dr. Jami Drury
Director of Student Services

Exclusive Beverage Vendor Proposal Summary Bid Opening: March 6, 2026

Vendors Submitting Proposals:

- Pepsi Beverages North America
- Heartland Coca-Cola Bottling Company
- Cardinal Vending, Inc.

Evaluation Summary (District Rubric)

Vendor	Estimated Value / Commission	Service Highlights	Total Score (100)
Pepsi	\$41,700 estimated value (5 yrs)	Athletic marketing support, equipment provided	86
Coca-Cola	\$135,402 estimated value (5 yrs), 20% commission	Full service program, equipment and service	94
Cardinal Vending	25% vending commission	Local vendor, restocking 2–3x weekly, 24hr repair	89

Administrative Recommendation:

After reviewing all proposals using the district evaluation rubric, administration recommends awarding the exclusive beverage contract to Heartland Coca-Cola Bottling Company for a five-year term beginning July 2026. The proposal provides the highest overall evaluation score and the greatest estimated financial return to the district while meeting all service, compliance, and equipment requirements.

Proposed Board Action:

Approve the recommendation to award the exclusive beverage vending and beverage supply contract to Heartland Coca-Cola Bottling Company for a five-year term beginning July 2026.

DRAGONS: Family • Tradition • Excellence