



## District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/794-2000

Heather Fiorentino, Superintendent


[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Department of Purchasing  
Kendra Goodman, CPPO, CPPB, Purchasing Agent  
813/794-2221 Fax: 813/794-2111  
727/774-2221 TDD: 813/794-2484  
352/524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

June 15, 2010

### MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent 

RE: Trident Beverage d/b/a Juice Alive  
Permission to Tag-On to Alachua County Public Schools  
Bid #10-07: 100% Fruit Slushes

Per DOE Rule 6A-1.012(5) the District is permitted to tag-on to bids from other governmental entities, should it choose to do so. We are requesting permission to utilize Alachua County Public Schools Bid #10-07: 100% Fruit Slushes from July 1, 2010 through June 30, 2011.

Norman Todd, National Sales Manager, Trident Beverage d/b/a Juice Alive, has agreed to extend the terms and conditions of Bid #10-07: 100% Fruit Slushes Food Service to our District - see attached.

Food and Nutrition Services estimates an 8 ounce serving cup would cost approximately \$ .30 with a sell price of \$ .75, yielding a profit of \$ .45 per 8 ounce serving. The product would generate approximately \$142 profit per case. Food and Nutrition Services anticipates they will purchase 2,600 cases which will be an approximate expenditure of \$220,000, using Special Revenue funds, and in return they are anticipating to generate an overall profit of approximately \$370,000.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

dr



## District School Board of Pasco County

20430 Gator Lane • Land O' Lakes, Florida 34638 • 813/794-2221

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### Department of Purchasing

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### REQUEST FOR PROPOSAL PIGGYBACK REQUEST ALACHUA COUNTY PUBLIC SCHOOLS RFP # 10-07: BID TITLE: 100% FRUIT SLUSHES

Yes, I agree to renew Bid #10-07 under the same terms and conditions as the existing bid. The second year period shall be from **July 1, 2010** through **June 30, 2011**.

No, I do not agree to renew Bid #10-07

COMPANY NAME: Trident Beverage d/b/a Juice Alive

SIGNATURE: 

TYPED NAME AND TITLE: Norman Todd, National Sales Manager

TELEPHONE (WITH AREA CODE): 334-703-7441

FAX NUMBER (WITH AREA CODE): 334-290-0430

E-MAIL: buddytodd@juicealive.net

DATE: 06 03 2010

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE FAX BACK TO: DISTRICT SCHOOL BOARD OF PASCO COUNTY  
ATTENTION: **Debra Reaves, Buyer Assistant**  
PURCHASING DEPARTMENT  
20430 GATOR LANE  
LAND O' LAKES, FL 34638  
(813) 794-2219 (PHONE)  
(813) 794-2111 (FAX)



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Food and Nutrition Services  
 Richard P. Kurtz, Director  
 813/794-2439 Fax: 813/794-2118  
 727/774-2439 TDD: 813/794-2484  
 352/524-2439 rkurtz@pasco.k12.fl.us

MEMORANDUM  
 FNS-175-10

June 3, 2010

**TO:** Kendra Goodman  
 Purchasing Agent

**FROM:** Richard P. Kurtz, Director *RPK*  
 Food, Nutrition, and Distribution Services

**SUBJECT: TRIDANT BEVERAGES 100% FRUIT SLUSHIES**

We recently completed a successful pilot program with 100% fruit slushies at five schools (PHS, RBSMS, RRMHS, PRSMS & CSRMS). Based on the success of the pilot program, we are recommending that we issue a purchase order to Trident Beverages purchasing off of Alachua County's Bid 10-07 for the 2010-2011 school year in the amount of \$220,000.

The 100% fruit slushies meet the Alliance for Healthier Generations (AHG) Beverage guidelines and compliment our District's Wellness Policy.

The 100% fruit slushies program is a product we can offer as a fruit component with our meals, an a la carte beverage item for our cafeterias, a product that can be sold in concessions stands, and at school functions. This product is eligible for revenue sharing with principals and approved school based organizations.

The profit potential for Trident's "Juice Alive" products is based on the following;  
 Case price \$84.00 = 6 ½ gallon container of concentrate  
 Product mix = 5 to 1 water  
 Finished cost per oz = \$.033 (\$84.00 divided by 2,534 frozen oz)

An 8 oz serving with cup would cost approximately \$.30 with a sell price of \$.75, yielding a profit of \$.45 per 8 oz serving. A case of product would generate approximately \$142.00 profit per case. We estimate we will purchase approximately 2,600 cases generating an overall profit of approximately \$370,000.00

Thank you for your assistance, if you have any questions or concerns, please do not hesitate to contact me.

RPK/jch

RFP #10-07 - 100% SLUSHIES  
 PEC SUMMARY TABULATION

RFP #10-07 - 100% FRUIT SLUSHIES - 1

Cool Tropics	Yes (5)
100% Juice Kiwi Strawberry	Count Score
	7 35
Blue Raspberry	Count Score
	9 45
Natural Orange	Count Score
	10 50
Kiwi Strawberry	Count Score
	7 35

Weight	Tropical Paradise d/b/a/ Cool Tropics R.S. Points	Trident Beverage d/b/a/ Juice R.S. Points
20	8 160	9 180
10	9 90	9 90
10	5 50	10 100
25	7 175	8.27 206.63
35	331.79	350
	806.79	<u>926.63</u>

Product Offering  
(Donna Andersen)

Other Data  
(Maria Eunice)

Past Performance  
(Catha Dixon)

Product Testing  
(Santa Fe HS, Terwilliger ES)

Product Prices  
(Committee)

Juice Alive	Yes (5)
100% Juice Kiwi Strawberry	Count Score 10 50
Blue Raspberry	Count Score 7 35
Natural/ Orange	Count Score 9 45
Kiwi Strawberry	Count Score 10 50

TASTE TEST RESULTS

No (1)	Good (2)	Great (3.5)	Fantastic (5)	Total	Average Score Per Product
3	5	2	0	55	5.5
3	10	7			
1	2	6	1	76	7.6
1	4	21	5		6.55
0	3	0	7	91	9.1
	6		35		
3	5		2	58	5.8
3	10		10		7.45
<b>Total Score</b>					<b>7</b>

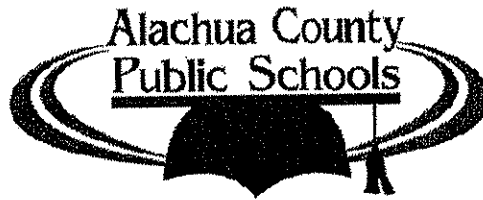
No (1)	Good (2)	Great (3.5)	Fantastic (5)	Total	Average Score Per Product
0	1	5	4		
	2	17.5	20	89.5	8.95
2	3	3	1		
2	6	10.5	5	58.5	6.5
					7.725
1	2	1	6		
1	4	3.5	30	83.5	8.35
0	1	3	6		
	2	10.5	30	92.5	9.25
					8.8
<b>Total Score</b>					<b>8.2625</b>

**BOARD MEMBERS**

Virginia S. Childs  
F. Wesley Eubank  
Tina Pinkoson  
Eileen F. Roy  
Barbara Sharpe

**SUPERINTENDENT OF SCHOOLS**

W. Daniel Boyd, Jr., Ed.D.



Kirby-Smith Administration Center  
620 East University Avenue  
Gainesville, Florida 32601-5498  
www.sbac.edu  
(352) 955-7300  
Fax (352) 955-6700  
Suncom 625-7300  
Suncom Fax 625-6700

November 18, 2009

Attn: Mr. Buddy Todd  
Trident Beverage d/b/a/ Juice Alive  
23611 Litchfield Bend Lane  
Katy, Texas 77494

Re: RFP #10-07 – 100% Fruit Slushes – Contract Award

Dear Mr. Todd:

It is our pleasure to inform you that on November 17<sup>th</sup>, 2009, the School Board awarded a contract to your firm to provide 100% fruit slushes to participating school cafeterias in strict accordance with the referenced RFP and your firm's proposal, dated September 24<sup>th</sup>, 2009. The contract consists of the RFP document, your firm's proposal, and this award letter. The contract term is November 17<sup>th</sup>, 2009, through November 16<sup>th</sup>, 2011. The contract may be renewed for two additional one-year periods upon mutual agreement of the parties. Contract award is contingent on your firm's compliance with the RFP's specifications, terms, and conditions, and all pertinent laws of the State of Florida.

Services may not begin until a current Certificate of Insurance is provided by your firm to the SBAC Purchasing Department. Minimum insurance requirements may be found on page ten of the RFP. **The insurance certificate shall name the School Board of Alachua County, Florida as "additional insured" under the commercial general and automobile liability policies.** Our mailing address is 620 E. University Avenue, Gainesville, FL 32601. The department fax # is 352.955.7486.

Please contact the Food Service Department to schedule services.

We look forward to a successful business relationship with your firm. Please do not hesitate to contact my office if you have any questions regarding this award letter.

Respectfully,

**SCHOOL BOARD OF ALACHUA COUNTY, FL**

A handwritten signature in black ink, appearing to read "Wayne D. Hackett". The signature is written in a cursive style with some loops and flourishes.

Wayne D. Hackett, CPCM  
Purchasing Director

Cc: M. Eunice, Food Service Director  
Contract File





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**Alachua County Florida Schools**

**RFP # 10-7**

**100% Fruit Slushies**

**Original Document**

<b>SCHOOL BOARD OF ALACHUA COUNTY, FLORIDA</b>		<b>REQUEST FOR PROPOSAL</b>	
SUBMIT OFFER TO: <i>See Bid mailing instructions on page 2</i>		Offeror Acknowledgement and Acceptance	
RFP TITLE:	100% FRUIT SLUSHES	RFP NO.	10-07
DELIVERY F.O.B. DESTINATION:	All Participating District School Cafeterias, Alachua County, FL	ISSUE DATE:	September 14, 2009
		PURCHASING DEPARTMENT PHONE/FAX #	(352) 955-7582 / (352)955-7486
RFP DUE DATE AND TIME:		RFP OPENING:	Purchasing Department
	September 29, 2009 @ 3:00 PM Local Gainesville Time		

A pre-proposal meeting is scheduled for 10:00 am, Tuesday, September 22, 2009, in the Purchasing Department conference room, which is located at 1817 E. University Avenue, Gainesville, Florida 32641. This is not a mandatory meeting.

The undersigned ("Offeror") hereby submits the following proposal and attests that it understands, agrees to, and will abide by all terms, conditions, specifications, and instructions contained in the Request for Proposal ("RFP"), inclusive of the contents of any Addenda hereto. Offeror agrees to be bound by a contract, the form of which will be provided by the School Board of Alachua County, to provide the materials and/or services described in this RFP. Further, Offeror attests that it has not divulged, discussed, or compared this proposal with any other Offeror and has not colluded with any other Offeror in the preparation of this proposal in order to gain an unfair advantage in the award of the pending contract. Finally, Offeror acknowledges that all information contained herein is subject to the Public Records Act, Chapter 119, F.S.

OFFEROR NAME: Trident Beverage / Juice Alive

SIGNATURE OF OWNER OR AUTHORIZED OFFICER/AGENT: *Norman Todd* Norman Todd

TYPED TITLE: National Sales Manager

OFFEROR ADDRESS: 23611 Litchfield Bend Ln. Katy, TX 77494

AREA CODE/PHONE #: 334-703-7441 FAX #: 334-290-0130

OFFEROR EMAIL ADDRESS: Buddy.Todd@JuiceAlive.net OFFEROR WEB ADDRESS: www.JuiceAlive.com

**REQUIRED SUBMITTAL CHECKLIST**

<input checked="" type="checkbox"/> Signed Signature Page	<input checked="" type="checkbox"/> Debarment Form	<input checked="" type="checkbox"/> Form of Proposal
<input checked="" type="checkbox"/> List of References	<input checked="" type="checkbox"/> Literature	<input checked="" type="checkbox"/> Specifications
<input checked="" type="checkbox"/> Catalogs	<input checked="" type="checkbox"/> Evidence of insurability	<input checked="" type="checkbox"/> Product Samples
<input checked="" type="checkbox"/> S/MBE Certification form	<input checked="" type="checkbox"/> Jessica Lunsford Act Form	<input checked="" type="checkbox"/> Additional submittals are also required-see RFP

**PURCHASING CARDS:**  Not Applicable to this RFP  Applicable to this RFP

SBAC personnel may choose to use a Visa™ purchasing card in place of a purchase order to make purchases under this RFP. Unless exception to this condition is checked below, Offeror, by submitting a Proposal, agrees to accept the purchasing card as an acceptable form of payment and may not add additional service fees or handling charges to purchases made under this RFP using the purchasing card. Acceptance of the P-Card may be a factor in award.

Offeror does not accept the above condition.

**NO PROPOSAL: THE PROSPECTIVE OFFEROR HEREBY SUBMITS A "NO PROPOSAL" FOR THE REASON(S) NOTED BELOW:**

<input type="checkbox"/> 1. Insufficient time to respond to the RFP	<input type="checkbox"/> 4. Our production/service schedule will not permit a response
<input type="checkbox"/> 2. Could not meet the specifications	<input type="checkbox"/> 5. Remove our name from this RFP list only
<input type="checkbox"/> 3. Does not offer the product or service specified	<input type="checkbox"/> 6. Other _____

**FAX THIS "NO PROPOSAL" FORM TO (352) 955-7486. INCLUDE THE COMPANY INFORMATION REQUESTED ABOVE. FAILURE TO SUBMIT THIS FORM MAY RESULT IN OFFEROR'S REMOVAL FROM SBAC'S ACTIVE OFFERORS LIST.**

ADDITIONAL INFORMATION REGARDING THE SCHOOL BOARD OF ALACHUA COUNTY, INCLUDING SCHOOL AND DEPARTMENT ADDRESSES AND THE CURRENT SCHOOL YEAR CALENDAR, IS LOCATED AT [WWW.SBAC.EDU](http://WWW.SBAC.EDU). THE PURCHASING DEPARTMENT'S HOME PAGE IS ALSO LOCATED ON THIS WEB SITE AND INCLUDES ALL CURRENT RFP AND BID OPPORTUNITIES, AS WELL AS INFORMATION ON AWARDED CONTRACTS.

**Certification Regarding Debarment, Suspension, Ineligibility and  
Voluntary Exclusion – Lower Tier Covered Transactions**

This certification is required by the Department of Education regulations implementing Executive Order 12549, Debarment and Suspension, 34 CFR Part 85, for all lower tier transactions meeting the threshold and tier requirements stated at Section 84.110.


**Instructions for Certification**

1. By signing and submitting the proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion-Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may but is not required to, check the Nonprocurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

**Certification**

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

NAME OF APPLICANT		PR/AWARD NUMBER AND/OR PROJECT NAME
Trident Beverage / Juice Alive		RFP #10-07 - 100% FRUIT SLUSHES
PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE		
Norman Todd National Sales Manager		
SIGNATURE	DATE	
	09/24/09	

**JESSICA LUNSFORD ACT – OFFEROR AFFIRMATION FORM**

The School Board is required to conduct background screening of Offerors (including its employees, agents, and sub-contractors) that are contracted with the School Board (go to [www.sbac.edu](http://www.sbac.edu) for finger printing and Level 2 screening procedures). Background screening includes submission of Offeror's fingerprints to the FDLE and FBI. The standards for screening depend on the nature of the work to be performed by Offeror.

- A. If Offeror's performance either is anticipated to result in direct contact with students, or will give Offeror access to or control of school funds, then the screening standard is that Offeror may not have been convicted of a crime involving moral turpitude. The School Board has defined "crimes involving moral turpitude" to include, but not be limited to the following: felony sexual-related crimes, felony child abuse crimes, murder, lewd and lascivious crimes, indecent exposure (if sexual in nature), and felony distribution or sale of controlled substances.
- B. If Offeror's performance is not anticipated to result in direct contact with students, then the screening standard is that Offeror may not have been convicted of any of the following offenses: Any offense listed in s. 943.0435(1)(a)1., relating to the registration of an individual as a sexual offender; Section 393.135, relating to sexual misconduct with certain developmentally disabled clients and the reporting of such sexual misconduct; Section 394.4593, relating to sexual misconduct with certain mental health patients and the reporting of such sexual misconduct; Section 775.30, relating to terrorism; Section 782.04, relating to murder; Section 787.01, relating to kidnapping; Any offense under chapter 800, relating to lewdness and indecent exposure; Section 826.04, relating to incest; Section 827.03, relating to child abuse, aggravated child abuse, or neglect of a child.

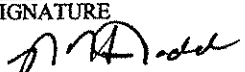
"Convicted" means that there has been a determination of guilt as a result of a trial or the entry of a plea of guilty or nolo contendere, regardless of whether adjudication is withheld. Conviction of a similar offense includes, but is not limited to, a conviction by a federal or military tribunal, including courts-martial conducted by the Armed Forces of the United States, and includes a conviction or entry of a plea of guilty or nolo contendere resulting in a sanction in any state of the United States or other jurisdiction. A sanction includes, but is not limited to, a fine, probation, community control, parole, conditional release, control release, or incarceration in a state prison, federal prison, private correctional facility, or local detention facility.

**Exemptions from fingerprint based background screening:** If Offeror's work is non-instructional in nature, then Offeror may be exempt from the background screening requirements above if Offeror meets one of the following criteria: 1) Offeror is under the direct supervision of a School Board employee or contractor or one or more Offeror employees who have had a criminal history check and meets the screening requirements under s. 1012.32, s. 1012.465, s. 1012.467, or s. 1012.56. "Direct supervision" means that a School Board employee or contractor or one or more Offeror employees are physically present with Offeror when Offeror has access to a student and the access remains in the School Board employee's or the contractor's or the Offeror's employees' line of sight; 2) Offeror is required by law to undergo a level 2 background screening pursuant to s. 435.04 for licensure, certification, employment, or other purposes and Offeror submits evidence of meeting the following criteria: a) Offeror meets the screening standards in s. 435.04, b) Offeror's license or certificate is active and in good standing, if Offeror is a licensee or certificate-holder, c) Offeror has completed the criminal history check within 5 years prior to seeking access to school grounds when students are present; 3) Offeror is a law enforcement officer, as defined in s. 943.10, who is assigned or dispatched to school grounds by Offeror's employer; 4) Offeror is an employee or medical director of an ambulance provider, licensed pursuant to chapter 401, who is providing medical transportation services; 5) Offeror remains at a site where students are not permitted and the site is separated from the remainder of the school grounds by a single chain-link fence of 6 feet in height; 6) Offeror provides pick-up or delivery services and those services involve brief visits on school grounds when students are present.

However, even if Offeror is exempt as defined above, Offeror will be subject to a search of Offeror's name against the registration information regarding sexual predators and sexual offenders maintained by the FDLE under s. 943.043 and the national sex offender public registry maintained by the U.S. Department of Justice. There is no charge for this search.

**Certification**

By submitting an Offer in response to this RFP, Offeror swears and affirms under penalty of perjury that all of its employees, agents, and subcontractors will comply with this form, the requirements of the Jessica Lunsford Act, SBAC's finger printing procedures, and the laws of the State of Florida. Failure to comply with this form, the requirements of the Jessica Lunsford Act, SBAC's finger printing procedures, and the laws of the State of Florida shall constitute a material breach of the contract, and SBAC may avail itself of all remedies pursuant to law. Offeror agrees to indemnify and hold harmless the School Board, its officers, employees, and agents, from and against any and all claims or causes of action, including without limitation those for personal injury, death, property damages, and attorney fees, arising out of or relating to Offeror's failure to comply with this form, the requirements of the Jessica Lunsford Act, SBAC's fingerprinting procedures, and the laws of the State of Florida.

NAME OF OFFEROR	RFP # AND TITLE
Trident Beverage / Juice Alive	RFP #10-07 – 10% FRUIT SLUSHES
PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE	
Norman Todd	National Sales Manager
SIGNATURE	DATE
	09/24/09

## SMALL/MINORITY BUSINESS ENTERPRISE CERTIFICATION FORM

If applicable<sup>1</sup>, Offeror represents that it is either a

Small Business Enterprise, as defined in FS 288.703(1),

or a

Minority Business Enterprise,

Please circle one or more as applicable

African-American                       Hispanic American  
 Asian American                       Native American  
 American Women

as defined in FS 288.703 (2) and (3), and that it has been certified by one of the following agencies as an MBE:

- State of Florida, Department of Management Services, Office of Supplier Diversity
- City of Gainesville Florida Small Business Procurement Program
- Alachua County Florida Equal Opportunity Division

What is the expiration date on your MBE certificate: \_\_\_\_\_

If you are not a small or minority business enterprise, but intend to subcontract a portion of the services or work described in this RFP to a small or minority business enterprise, please provide the following information:

	<u>Subcontractor Name</u>	<u>Small/MBE Designation (see above)</u>	<u>Estimated Dollar Value of Services</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

NAME OF OFFEROR <i>Trident Beverage / Juice Alive</i>	RFP # AND TITLE <b>RFP #10-07 - 100% FRUIT SLUSHES</b>
PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE <i>Norman Todd National Sales Manager</i>	
SIGNATURE <i>[Signature]</i>	DATE <i>09/24/09</i>

<sup>1</sup> If Offeror is not a small or minority business enterprise and does not intend to subcontract a portion of the services or work described in this RFP to an S/MBE, then Offeror shall not execute this form.

**ACORD**<sup>TM</sup>

**CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY)  
06/12/2009

PRODUCER (704)849-8080 FAX (704)849-8050  
**Carolina Underwriters and Financial Group**  
 P.O. Box 190  
 Cornelius, NC 28031

INSURED **Trident Beverage, Inc.**  
 23611 Litchfield Bend Lane  
 Katy, TX 77494

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: <b>Hartford Casualty Insurance Co.</b>	
INSURER B: <b>Sentinel Insurance Co., LTD</b>	
INSURER C: <b>Twin City Fire Insurance CO.</b>	
INSURER D:	
INSURER E:	

**COVERAGES**

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR (ADD'L LTR INSR)	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS								
A X	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	22SBAUE0243	01/21/2009	01/21/2010	EACH OCCURRENCE \$ <b>1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>300,000</b> MED EXP (Any one person) \$ <b>10,000</b> PERSONAL & ADV INJURY \$ <b>1,000,000</b> GENERAL AGGREGATE \$ <b>2,000,000</b> PRODUCTS - COMP/OP AGG \$ <b>2,000,000</b>								
A X	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input checked="" type="checkbox"/> <b>Uninsured</b> <input checked="" type="checkbox"/> <b>Underinsured</b>	22 UEC B03228	01/21/2009	01/21/2010	COMBINED SINGLE LIMIT (Ea accident) \$ <b>1,000,000</b> BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$250 COMP. DEDUCTIBLE \$500 COLL. DEDUCTIBLE								
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$								
A X	EXCESS / UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE <input checked="" type="checkbox"/> RETENTION \$ <b>10,000</b>	22SBAUE0243	01/21/2009	01/21/2010	EACH OCCURRENCE \$ <b>1,000,000</b> AGGREGATE \$ <b>1,000,000</b>								
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N (Mandatory in NH) If yes, describe under SPECIAL PROVISIONS below	22 WBC RJ4589	01/21/2009	01/21/2010	<table border="1"> <tr> <td>WC STATU-TORY LIMITS</td> <td>OTH-ER</td> </tr> <tr> <td>E.L. EACH ACCIDENT</td> <td>\$ <b>1,000,000</b></td> </tr> <tr> <td>E.L. DISEASE - EA EMPLOYEE</td> <td>\$ <b>1,000,000</b></td> </tr> <tr> <td>E.L. DISEASE - POLICY LIMIT</td> <td>\$ <b>1,000,000</b></td> </tr> </table>	WC STATU-TORY LIMITS	OTH-ER	E.L. EACH ACCIDENT	\$ <b>1,000,000</b>	E.L. DISEASE - EA EMPLOYEE	\$ <b>1,000,000</b>	E.L. DISEASE - POLICY LIMIT	\$ <b>1,000,000</b>
WC STATU-TORY LIMITS	OTH-ER												
E.L. EACH ACCIDENT	\$ <b>1,000,000</b>												
E.L. DISEASE - EA EMPLOYEE	\$ <b>1,000,000</b>												
E.L. DISEASE - POLICY LIMIT	\$ <b>1,000,000</b>												
A	OTHER HIRED CAR PHYSICAL DAMAGE	22 UEC B03228	01/21/2009	01/21/2010	LIMIT: \$50,000								

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS  
**RE: MANDALAY BAY CONVENTION CENTER/EXPO: JUNE 30, 2009 TO JULY 2, 2009**  
 CERTIFICATE HOLDER, GES EXPOSITION SERVICES AND MANDALAY BAY CONVENTION CENTER ARE LISTED AS ADDITIONAL INSURED.

**CERTIFICATE HOLDER**

**CANCELLATION**

**SCHOOL NUTRITION ASSOCIATION**  
 C/O EXHIBIT MANAGEMENT - CRYSTAL  
 700 S. WASHINGTON ST. STE.300  
 ALEXANDRIA, VA 22314

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE  
**Brandon Younce**

ACORD 25 (2009/01) FAX: 703.739.3915

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## **IMPORTANT**

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

## **DISCLAIMER**

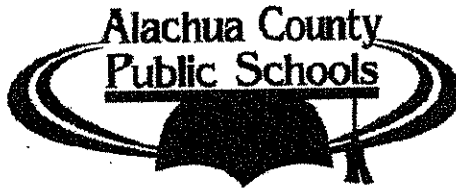
This Certificate of Insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

**BOARD MEMBERS**

Virginia S. Childs  
F. Wesley Eubank  
Tina Pinkoson  
Eileen F. Roy  
Janie S. Williams

**SUPERINTENDENT OF SCHOOLS**

W. Daniel Boyd, Jr., Ed.D.



Kirby-Smith Administration Center  
620 East University Avenue  
Gainesville, Florida 32601-5498  
www.sbac.edu  
(352) 955-7300  
Fax (352) 955-6700  
Suncom 625-7300  
Suncom Fax 625-6700

To: To All Prospective Offerors  
Re: Request for Proposal #10-07 – 100% FRUIT SLUSHES – ADDENDUM #1  
From: W. Hackett, Purchasing Department  
Date: September 17, 2009

The following information is provided to all prospective Offerors and shall become part of the pending contract to furnish 100% Fruit Slushes and dispensing equipment to participating School cafeterias in accordance with the RFP document. Offerors shall acknowledge receipt and acceptance of this addendum by signing in the spaces below. Offerors shall include one signed original copy of this addendum in their Proposal under Tab 1.

**ADDENDUM NO. 1**

An answer to a question posed by a prospective Offeror regarding the RFP is provided below.

**Question:** "...Our product is All Natural and we use pureed fruit, not juice. Will you consider using our product...?"

**Answer:** SBAC's Wellness Policy, which is approved by the School Board, does not allow serving products that are not 100% juice. SBAC follows ABA guidelines for both reimbursable meals and A La Carte Sales. The Wellness Policy is available on our webpage at the following address:

<http://www.schoolnutritionandfitness.com/index.php?page=wellnesspolicy&sid=2006082049542856>

**ALL OTHER TERMS, CONDITIONS, AND PROVISIONS OF THE RFP DOCUMENT  
REMAIN UNCHANGED AND IN FULL FORCE AND EFFECT.**

Respectfully

SCHOOL BOARD OF ALACHUA COUNTY, FLORIDA

A handwritten signature in black ink, appearing to read "Wayne D. Hackett", written over a faint, larger signature.

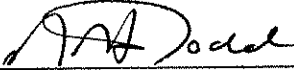
Wayne D. Hackett, CPCM  
Purchasing Director

Cc: RFP File



**REQUEST FOR PROPOSAL #10-07 - 100% FRUIT SLUSHES  
RECEIPT AND ACCEPTANCE OF ADDENDUM NO #1 IS HEREBY ACKNOWLEDGED.**

Company Name: Trident Beverage / Juice Alive

Signature: 

Printed Name: NORMAN Todd

Title: National Sales Manager

Date: 09/24/2009

**RFP #10-07 – 100% FRUIT SLUSHES  
ATTACHMENT E – PRODUCT PRICES**

Case prices shall include the product and services described above, as well as all shipping, overhead, profit, and such statutory and customary fringe benefits as social security contributions, sick leave, unemployment, excise, and payroll taxes, worker's compensation, health and retirement benefits, bonuses, annual leave and holiday pay, and all other direct and indirect costs necessary to provide the product and services described in this RFP.

100% Juice (Natural) Case Price:     \$ 92.00      
100% Juice Case Price:     \$ 84.00    

Other product prices proposed for consideration by SBAC:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Juice Alive®

THE JUICE IS LOOSE

---

September 24, 2009

Juice Alive is a 100% Fruit Juice Concentrate made with a special blend of white grape and pear juices. Juice Alive is available in both all natural coloring and flavoring or artificial coloring and flavoring. Juice Alive is fortified with 100% Vitamin C and 5% Calcium. There is no added sugar or high fructose corn syrup. Each case consist of 6 ½ gallons of 5:1 mix concentrate which yields 2534.4 frozen ounces. Juice Alive is shelf stable and has a one year shelf life in dry storage. Once the concentrate has been mixed with water it must be refrigerated and maintains a three month shelf life in this state. From a refrigerated state Juice Alive will freeze in approximately twenty minutes. From a room temperature state, Juice Alive will freeze in approximately forty-five minutes.

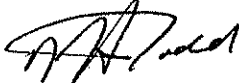
Juice Alive is a 100% Fruit Juice thus allowing it to count as a fruit component of the meal pattern. One half cup (4 oz) serving of Juice Alive equals one half cup (4 oz) of fruit or juice.

The equipment provided by Juice Alive to the schools are 2 or 3 bowl counter top stainless steel Bunn or Sencotel units requiring no water lines or drains. These units require a dedicated 110W 20Amp circuit. The units require weekly cleaning which takes approximately 15 minutes to complete. All equipment, mixing jugs and service will be provided at no charge to the school district.

Juice Alive provides POS material for the cafeterias to promote healthy schools. Posters, banners, free drink tickets, and price boards are available.

Please visit our website at [www.JuiceAlive.com](http://www.JuiceAlive.com) for more information and support.

Sincerely



Norman Todd  
National Sales Manager  
Juice Alive  
334-703-7441  
[BuddyTodd@JuiceAlive.net](mailto:BuddyTodd@JuiceAlive.net)  
[www.JuiceAlive.com](http://www.JuiceAlive.com)



# JUICE ALIVE NATURAL

## Nutrition Facts

Juice Alive Natural 100% Fruit Juice  
Naturally Flavored and Colored  
No Added Sugars  
No Fat

Mix: 1 Part Juice Concentrate to 5 Parts Water

Serving Size..... 8 fl. oz. (240 ml)  
Servings per Container..... about 50

### Amount per Serving

Calories..... 120  
Calories from Fat..... 0

		% Daily Value
Total Fat.....	0g	0%
Saturated Fat.....	0g	0%
Trans Fat.....	0g	0%
Cholesterol.....	0g	0%
Sodium.....	15mg	1%
Potassium.....	23mg	<1%
Carbohydrates.....	28g	9%
Sugars.....	27g	
Fiber.....	less than 1g	4%
Protein.....	1g	2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Vitamin C	100%
Calcium	2%
Iron	2%

Contains less than 2% RDA of Thiamin, Riboflavin, Niacin, and Fiber

INGREDIENTS : CONCENTRATED WHITE GRAPE JUICE, PEAR JUICE CONCENTRATE, WATER, NATURAL FLAVOR, CITRIC ACID, CALCIUM LACTATE, ASCORBIC ACID, POTASSIUM SORBATE AND SODIUM BENZOATE AS PRESERVATIVES, BETA CAROTENE (ORANGE), SPINACH EXTRACT (GREEN), OR VEGETABLE JUICE CONCENTRATE (RED).



# Juice Alive<sup>®</sup>

## Nutrition Facts

Mix : 1 part juice concentrate to 5 parts water

Serving Size.....	8 fl. oz. (240 ml)
Servings Per Container.....	about 56
<b>Amount Per Serving</b>	
Calories.....	120
Calories from Fat.....	0
<b>% Daily Value</b>	
Total Fat.....	0g 0% Saturated
Fat.....	0g 0%
Trans Fat.....	0g 0%
Cholesterol.....	0g 0%
Sodium.....	15mg 1%
Potassium.....	23mg 1%
Carbohydrates.....	28g 9%
Sugar.....	27g
Fiber.....	0g 0%
Protein.....	1g

Vitamin C 100%

Calcium 5%

Iron 2%

Contains less than 2% RDA of Thiamin, Riboflavin, Niacin, and Fiber

INGREDIENTS : CONCENTRATED WHITE GRAPE JUICE, PEAR JUICE CONCENTRATE, WATER, NATURAL AND ARTIFICIAL FLAVORS, CITRIC ACID, CALCIUM LACTATE, ASCORBIC ACID, POTASSIUM SORBATE AND SODIUM BENZOATE AS PRESERVATIVES, FOOD COLORING SPECIFIC TO EACH FLAVOR

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Juice**  
**Alive**

**FLAVORS**

**Blue Raspberry**

**Banana Split**

**Strawberry Kiwi**

**Red Grape**

**Green Watermelon**

**Fruit Punch**

**Passion Fruit**

**Sour Apple**

**Citrus Orange**

**Clear Lemonade**

**Cherry**

**Peach**



---

September 24, 2009

**Reference List:**

**(1)**

Rankin County Schools  
Lynda Callender  
Child Nutrition Director  
127B Pleasant Street  
Brandon, MS 39042  
601-825-2257

Contract term: 3 Years  
Contract value: \$200,000.00  
Type of machines: Two and three bowl Bunn or Sencotel stainless steel, fast freeze units.  
Number of machines: Twenty-three

**(2)**

Osceola County Schools  
Nancy Shettlers  
Child Nutrition Specialist  
817 Bill Beck Blvd.  
Kissimmee, FL 34744  
407-518-2927

Contract Term: 5 years  
Contract Value: \$300,000.00  
Type of machines: Two and three bowl Bunn or Sencotel stainless steel, fast freeze units.  
Number of machines: Twenty-three

**(3)**

Richland One School District  
Janice Bass  
Child Nutrition Specialist  
201 Park Street  
Columbia, SC 29210  
803-231-6960

Contract Term: 5 years  
Contract Value: \$300,000.00  
Type of Machines: Two and three bowl Bunn or Sencotel stainless steel, fast freeze units.  
Number of Machines: Thirty-two

**(4)**

Elpaso County District 11 Schools  
Rick Hughes  
Child Nutrition Director  
5260 Geiger Blvd  
Colorado Springs, CO 80915  
719-520-2000

Contract Term: 3 years  
Contract Value: \$120,000.00  
Type of Machines: Two and three bowl Bunn or Sencotel stainless steel, fast freeze units.  
Number of Machines: Fifteen


**(5)**

Dorchester School District 2  
Janice Herndon  
Child Nutrition Specialist  
102 Greenwave Blvd  
Summerville, SC 29483  
843-873-2901

Contract Term: 5 years  
Contract Value: \$220,000.00  
Type of Machines: Two and three bowl Bunn or Sencotel stainless steel, fast freeze units.  
Number of Machines: Twenty-six

All of the above references are current customers of Trident Beverage/Juice Alive.

Sincerely



Buddy Todd  
National Sales Manager  
Trident Beverage/Juice Alive  
334-703-7441



# Juice Alive®

THE JUICE IS LOOSE

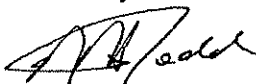
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September 24, 2009

Trident Beverage was established fourteen years ago and was primarily a convenient store supplier and some school districts for frozen drink products and machines. Six years ago, we were approached by some Child Nutrition Directors concerning a 100% Fruit Juice which could be served as a frozen drink. At this time we developed the Juice Alive Brand and began selling it to schools across the Nation to offer a healthy choice to their students in a flavorful manner.

Trident Beverage currently has a warehouse and service center located in Ocala, FL to conveniently service the needs of its customers in the area. Trident beverage currently employs a sales representative, delivery personnel and service technician for it's customers in North Central Florida. We have all of our accounts set up on an every three week delivery schedule. If product is needed in between delivery dates it can be arranged to be delivered to the schools within three days. The sales manager for North-Central Florida visits the current accounts on a regular basis to assure complete customer satisfaction.

Sincerely



Buddy Todd  
National Sales Manager  
Trident Beverage/Juice Alive  
334-703-7441



---

October 1, 2009

**Implementation Plan-**We will provide all the necessary equipment to the specified locations with in your district. Installations will be conducted in a timely manner upon receiving notification of being awarded the contract. We will spend as much time needed with each manager/staff to assure that they fully understand how to effectively operate and clean the equipment. The equipment, training and resolution of all service issues will be provided to the schools at no additional charge.

Desired product will be delivered to each location at the time of installation. The orders will be delivered on a three week delivery schedule. Each location will be contacted the week prior to the delivery date for an order to be placed. If there is a situation where product is needed between delivery dates, we will deliver the desired order within 48 hours of notification. Each manager will receive a delivery calendar each month showing the dates the deliveries will be made to their location.

Sincerely

Buddy Todd  
National Sales Manager  
Trident Beverage/Juice Alive  
334-703-7441



---

October 1, 2009

**Qualified technicians**-Trident Beverage employs three qualified service technicians whom would be handling your account.

Tom Broadway-Florida State Manager-3 yrs  
Brian Edison-Delivery/Service Tech-6 yrs  
Josh Kennedy-Delivery/Service Tech-3 yrs  
Buddy Todd-National Sales Manager-4 yrs

Sincerely

Buddy Todd  
National Sales Manager  
Trident Beverage/Juice Alive  
334-703-7441



October 1, 2009

Mr. Hackett,

It is our understanding that the Food and Drug Administration (FDA) not the United States Department of Agriculture (USDA) is responsible for the regulation of the juice manufacturing industry through its Juice HACCP plan as well as its juice labeling requirements which were both introduced in 1998 and were later implemented throughout the industry. Attached below is a link more thoroughly outlining the FDA's Juice HACCP plan.

<http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/Juice/ucm072557.htm>

The current manufacturer of Juice Alive, Supreme Manufacturing, is both inspected and regulated by the FDA and has complied with the FDA's juice HACCP mandate by implementing its own HACCP plan which is attached.

If you need any additional information please do not hesitate to contact me.

Sincerely

Buddy Todd  
National Sales Manager  
Trident Beverage/Juice Alive  
334-703-7441

COBB COUNTY SCHOOL DISTRICT  
PROCUREMENT SERVICES  
MARIETTA, GEORGIA

HACCP PROGRAM QUESTIONNAIRE

- 1) Name and Address of Company *Suprema Manufacturing Company Inc.*  
*5 Lomaxway Court*  
*East Brunswick, NJ 08816*
- 2) Does your company have a HACCP program in place? *yes*
- 3) Name, telephone and/or e-mail address and title of HACCP program compliance person?  
*Amy Granowski - 732-224-0087*
- 4) How often do you train your employees on HACCP?  
*twice a year*
- 5) What agencies inspect your facilities?  
*FDA*
- 6) What are the agencies inspection criteria and score range?  
*n/a*
- 7) What was the date and score of last inspection?  
*n/a*

All vendors of Cobb County School District must meet all federal, state and local health codes including HACCP guidelines.

Cobb County School District reserves the right to review a vendor's HACCP program and facilities in detail if needed.

  
\_\_\_\_\_  
Signature and Title

*7-14-08*  
\_\_\_\_\_  
Date