



# PORTFOLIO



Golden Girl Communications

Purpose-driven communication that looks polished and actually gets used.



# PEPSI PARTNER NEWS

Q3 '25

IT'S ALMOST THE NEW YEAR! LET'S MAKE A MOVE TO **DRIVE TRAFFIC** & **CHECK SIZE** IN WHAT'S LEFT OF 2025!

## SURPRISE & DELIGHT YOUR CUSTOMERS WITH PEPSI'S NEWEST PRODUCT...POPPI!




AVAILABLE NOW



**KEY INSIGHTS**

- ✓ MODERN SODA HAS THE HIGHEST DOLLAR GROWTH RATE AMONG ALL BEVERAGE CATEGORIES WHILE DELIVERING 6% OF ALL BEVERAGE GROWTH AND 34% OF TOTAL SODA GROWTH
- ✓ POPPI IS THE #1 FUNCTIONAL SODA FOR SALES GROWTH ACHIEVING 51.4% OF FUNCTIONAL SODA DOLLAR SHARE
- ✓ POPPI DELIVERS MORE THAN 2X THE DOLLAR GROWTH OF OLIPOP
- ✓ POPPI OVER-INDEXES WITH YOUNG CONSUMERS (162 INDEX, 16-34 Y/O)

**ATTRIBUTES**

- ✓ 5g SUGAR
- ✓ INGREDIENTS YOU CAN LOVE INCLUDING CASSAVA ROOT FIBER, ORGANIC CANE SUGAR, ORGANIC APPLE CIDER VINEGAR, NATURAL FLAVORS AND STEVIA EXTRACT
- ✓ 3g FIBER FROM PREBIOTICS
- ✓ 35 CALORIES OR LESS

## INCREASE CUSTOMER ENGAGEMENT WITH PEPSI STANDARDS




# CONTACT US!

**ORDER INQUIRIES**  
(800) 963-2424

**EQUIPMENT INQUIRIES**  
(800) 562-6800







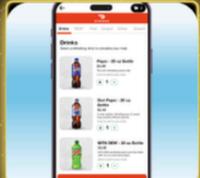



**CONSUMERS WANT TO ORDER DIGITALLY, REGARDLESS OF DINING EXPERIENCE**

Dining Experience	In-Person	Digital
ON PREMISE	52%	48%
TAKE OUT	11%	89%
DRIVE THRU	17%	83%
DELIVERY	1%	99%



**60% OF HOUSEHOLDS ORDER DIGITALLY EVERY WEEK**



**2MM DELIVERIES EVERY HOUR**



**GEN Z OVER-INDEX 4X WITH DELIVERY APPS**



"[Combos are] usually the only reason I ever get beverages"

"It already comes with the meal. It's like an unconscious effort."

Most people are driven by convenience. If combo meals are displayed first and it took more work to get to individual items, it is more likely that people just order the combo.

# 79%

**OF CONSUMERS ARE MORE LIKELY TO ORDER FROM RESTAURANTS THAT OFFER COMBOS**

**CAPITALIZE ON CONVENIENCE AND DRIVE VALUE WITH COMBO MEALS**

# 83%

**ARE MORE LIKELY TO ORDER A BEVERAGE IF THERE IS COMBO PRICING (WITH FOOD AND BEVERAGES)**

PEPSICO PARTNERS  
PEPSICO CONFIDENTIAL

Promotional materials designed to drive attention and support sales.



# BB BIG GAME BUNDLES ARE HERE!

\$24.99

## FIRST DOWN

14" 2 TOPPING PIZZA  
1LB CHICKEN CHUNKS  
CREAMY SPINACH &  
ARTICHOKE DIP

\$29.99

## FIELD GOAL

14" 2 TOPPING PIZZA  
1LB CHICKEN CHUNKS  
BUFFALO CHICKEN DIP  
CHIPS & QUESO

\$35.99

## TOUCHDOWN

14" 2 TOPPING PIZZA  
1LB CHICKEN CHUNKS  
10 BB BIG WINGS  
CREAMY SPINACH &  
ARTICHOKE OR BUFFALO  
CHICKEN DIP

\$2.99

## EXTRA POINTS

2L PEPSI PRODUCT



AVAILABLE ALL DAY SATURDAY & SUNDAYS

ONLINE / CARRYOUT ONLY - CALL TODAY TO PLACE YOUR ORDER OR VISIT [BEERBARREL.COM](http://BEERBARREL.COM) TO PLACE AN ONLINE ORDER



# SIP & SAVE

EAT SUBS AND EARN FREE SODA!

DAVE'S COSMIC SUBS

116 N SUMMIT STREET  
TOLEDO, OH 43604

COMING SOON



PURCHASE 4 FOUNTAIN DRINKS  
GET YOUR 5TH SOFT DRINK *Free!*

EARN A STAMP WHEN YOU PURCHASE A FOUNTAIN DRINK WITH A MEAL ITEM. COLLECT 4 STAMPS AND YOU WILL EARN A FREE PEPSI FOUNTAIN DRINK WITH YOUR NEXT MEAL ITEM!



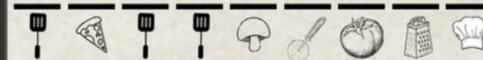
**FEDERALES**

Tacos  
+  
Tequila  
=  
Happiness

PROUDLY SERVING PEPSI PRODUCTS 

### What is a dog's favorite pizza topping?

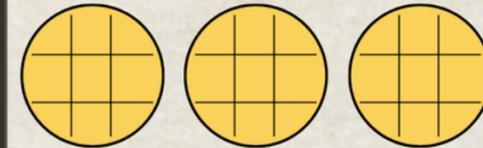
Use the code to fill in the blanks and find out!



**E I N O P R U**



### Tic-Tac Dough



### Spot the Difference



### Lil' Buddy's

Served with Buddy Bread and your choice of seasoned thin fries, fruit, steamed broccoli or carrots.

**\$4.99**

**Lil' Buddy Mac & Cheese**  
Buddy's Signature Macaroni & Cheese

**Lil' Buddy Chicken Tenders**  
Buddy's Famous Tenders

**Lil' Buddy Chicken Tenders**  
Spaghetti, mostaccioli or fettuccine pasta served with your choice of marinara, meat or Alfredo sauce. Add chicken or a meatball for \$1.99.

**Lil' Buddy Sundae \$1.49**

**Soft Drink, Milk or Juicebox 99¢**

PROUDLY SERVING PEPSI PRODUCTS 



Visit [buddypizza.com/catering](http://buddypizza.com/catering) to bring some Buddy-Style to your next gathering!

DOWNLOAD THE Buddy's Pizza APP AND SAVE!



### Word Search

T V R M U T D G Y G V K Y T B J G X F J  
W K W H C Q I R P Q A G S M Q I T H R N  
W I C H E E S E H O T O U C H D O W N G  
H A W T V T A C K L E P T G T H H V Z Y  
U U Q X W U G N A R B L L O Y A S O E F  
I C D U V B Q U C I D O U G H L I V G N  
N Z W D I W V E F E T T R E X F X W O K  
O B D E L Z R T O M A T O K W T Y O A Z  
R R I V F E H Z G O M P E A K I M F L R  
E V N M O Z Z A R E L L A B K M R D U Y  
P E W D E N W F Y X T C R G H E S E N S  
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E G R N Y H I Q K W Y K I U Y E B P H U  
P I D N M H N N X D Q P H Z P P R N G F  
S E E M O G C V S A U C E S L B O P Q  
U G R R U N A R T I S P I E M C A S X Q  
C C O I Y L G U R H E L M T R O U N D  
K O T V R V Y S K O W W M N Q Z O R D X  
H C V O L L W T H B X L A J D P L F E O  
Y T F B A P D A C I W D L J G R M N B

DEEP DISH	DOUGH	ORDER	ROUND
DINNER	HELMET	BAKE	SAUCE
BOX	HOT	OVEN	HUDDLE
CHEESE	LUNCH	HALFTIME	TOMATO
TACKLE	MOZZARELLA	PEPPERONI	VEGGIE
CRUST	TOUCHDOWN	SCORE	YUMMY



Playful design created with intention and brand alignment.



SCAN ME

Scan with your phone to help us learn more about your course!

# LEARN MORE ABOUT OUR HOLE-IN-ONE PARTNERSHIPS!



Order Online Today!  
charm-pizzaco.com



Simple, bold signage made to be read from a distance



# SAVANNA SPLASH



- AGAVE SYRUP
- FRESH LEMON JUICE
- PINEAPPLE JUICE
- SOUR CHERRIES
- CELSIUS TROPICAL VIBE



# A PERFECT PAIR

ONE 1-TOPPING  
SLICE AND A  
20OZ PEPSI  
PRODUCT

# \$6



## #BETTERWITH PEPSI

THAT'S WHAT I LIKE 

# TERESA'S PIZZA



...YOU'RE THE  
MISSING PIECE!

NOW HIRING  
ALL POSITIONS!

APPLY WITHIN TODAY!

**TERESA'S  
PIZZA**



**\$2**

**\$6**

**\$4**

**\$5**

Soda & Water



Celsius Energy



Cheese Slice



Pepperoni Slice

*Clear messaging and strong visuals designed for maximum exposure.*

**UNDER NEW OWNERSHIP**

**GRAND RE-OPENING**

**WE DELIVER!  
Doordash  
Chow Now**

**WE LOOK FORWARD TO SERVING YOU!**

**Belleria**  
Pizza & Italian Restaurant



**BECAUSE YOUR MESSAGE DESERVES TO SHINE**

