Coke Contract

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There was a big announcement at WKU while students were home for winter break.

As Amy Bingham explains in this week’s View from the Hill, this decision affects most faculty, staff and students on a daily basis.

Which do you prefer—Coke or Pepsi products? It’s a question that can evoke strong emotions from some people. Now, after a fifteen year contract with Pepsi expired, it’s all coke all the time at WKU.

The transition from Pepsi to Coke is almost complete at WKU.

“There’s a lot of buzz on campus about having coke on campus now.”

Student were excited to see it and “taste” it for themselves.

“I found out on facebook and I was like yes, I love diet coke. I do like some Pepsi products like mountain dew but I prefer diet coke most of the time.”

Once Pepsi’s contract expired, it was time for the bidding wars to begin again. This time Coke came out on top.

“Some of their sales figures and projections were a little bit higher than Pepsi and we wanted to take that risk and see if Coke would outsell Pepsi on this campus.”

Timmy Garrett with Clark Beverage Group says it’s a homecoming that’s been a long time coming.

“Just about every single time you come on campus somebody says are you all coming back?”

The transition has taken place in three phases starting with Diddle Arena, then moving to WKU Dining Services and finally the vending machines, where on some occasions, there’s been an audience.

“There were four of five employees ready to buy coke as soon as machine was installed.”

The Coke contract is expected to bring in six million dollars over the next ten years so the university thinks it’s a win/win for everybody.

“The real coke lovers have let us know their glad its here and thanks for picking them this time.”

“I like coke better so I was glad we got the ten year contract with coke.”

So what about those who prefer Pepsi products like Pepsi and Mountain Dew? The contract allows the losing company to sell ten percent of its product at two convenience stores on campus…the Bate Shop next to McLean Hall and the Pitt Stop near PFT.

With this week’s View from the Hill, I’m Amy Bingham.

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