

**E-mail exchange between Administration and Laura Beach in terms of renegotiation of  
beverage contract and potential meeting**

**From:** *Johanne De Cubellis* <[REDACTED]>  
**Date:** *Thu, Jun 17, 2010 at 5:41 PM*  
**Subject:** *RE: beverage contract*  
**To:** *LAURA BEACH* <[REDACTED]>

Dear Laura,

Thank you for your email. The hard work, planning, volunteering and spirit of so many Concordians definitely paid off at Congress. It was terrific to finally have it happen, and to play out so well.

Regarding the meeting, Pepsi has already been made aware of our interest to meet together, it was a positive reaction and the timeframe is for July. As soon as we have tentative dates, I will be in touch to give you as much notice possible.

To reiterate what Marc laid out so that this will be done systematically, we will have a meeting with Pepsi and provide opportunity for information exchange - therefore no negotiations or decisions have/will be made prior. Meanwhile, however, he requested that on your end, you would look into alternatives and associated investments. With such information as recommendation with their potential investment, he would do a proper analysis of the matter

I've previously mentioned that I am not at liberty to provide financial information because this is a legally binding contract between a third-party and the University. So when it comes to cost analysis and looking at all the data, Marc is without a doubt the best person for this. What is important is that you provide him with the data he requested, information such as your recommendations and their potential investments and/or returns.

I hope this is helpful. I'll write back letting you know when the meeting is on.

Regards,  
Johanne

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**From:** LAURA BEACH [mailto: [REDACTED]]  
**Sent:** June 17, 2010 1:50 PM  
**To:** Johanne De Cubellis < [REDACTED] >  
**Subject:** beverage contract

Hello Johanne,

I hope this email finds you well post-Congress - I've heard that the whole event was a spectacular success! Congratulations!

I just had a few questions for you regarding the upcoming negotiations for the new beverage contract.

- 1) When will the negotiation process begin?
- 2) Has the decision been made as to whether an RFP will be drafted?
- 3) Is it possible to get a copy of the sales report for the vending machines?\*
- 4) Is it possible to get information on how much money Concordia receives through the current exclusivity contract with Pepsico?\*
- 5) Is it possible to get information on tax-deductible donations from Pepsico?\*

\*this information would be of great help to us in compiling a comprehensive cost-analysis of the potential shift away from bottled water and/or a contract with exclusive rights.

Also, do you know when Marc was thinking of setting up the meeting with Pepsi?

Thank you once again for all of your help and hard work, it is much appreciated.

Take care,

Laura Beach  
Co-Founder TAPthirst  
Intern, Concordia Food Systems Project

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**LAURA BEACH** < [REDACTED] >  
**Letter to President Woodsworth, Cc: Michael Di Grappa**  
**Johanne Pelletier** < [REDACTED] > **Thu, Jul 8, 2010 at 12:48 PM**  
**To:** LAURA BEACH < [REDACTED] >  
**Cc:** Denise Karelis < [REDACTED] >

Dear Laura,

Thanks for sending on this documentation and for offering to drop the materials off in person. If you wish to drop by of course please feel free to (noting that our offices are closed after 1pm on Friday afternoons) however rest assured that I have printed the documentation for Dr. Woodsworth. I have spoken to Denise Karelis in VP Di Grappa's office who informs me that you have been given an opportunity to be involved in the July meeting - I think this is a reasonable avenue to pursue at this time and would encourage you to do so.

Thanks,  
Johanne

**From:** LAURA BEACH [mailto: [REDACTED]]  
**Sent:** Wednesday, July 07, 2010 12:42 PM  
**To:** Johanne Pelletier; Denise Karelis  
**Subject:** Letter to President Woodsworth, Cc: Michael Di Grappa

Hello,

As I have been invited to sit in on a meeting with Pepsico this July, I would love to have the opportunity to understand the concerns and considerations of the university regarding a bottled water free campus, which is an essential component of a more sustainable beverage contract.

I have a few documents, demonstrating support for this initiative and including a fact sheet on the issue at hand, attached here, that I would like to direct to President Woodsworth, Cc: Michael Di Grappa. Could you let me know when would be the best time to come and drop these items off in person?

Thank you very much for your time,

Laura Beach  
Co-Founder TAPthirst  
Intern, Concordia Food Systems Project  
514 274 6460

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**LAURA BEACH** < [REDACTED] >  
**Re: status quo**  
**Faisal Shennib** < [REDACTED] > **Fri, Sep 17, 2010 at 10:04 AM**  
**To: Johanne De Cubellis** < [REDACTED] >

Thanks for the update Johanne. I had a good summer, thanks. Enjoy your vacation!  
- Faisal

**On Fri, Sep 17, 2010 at 9:33 AM, Johanne De Cubellis** < [REDACTED] > **wrote:**

Hi Faisal,

You probably already read that I will be away. I have you on my list of important things to do before my vacation. I hope you had a great summer. I wanted to write just to touch base, although if you haven't heard from me, you've guessed it, there has not been any movement on the Pepsi file. That is most likely due to everyone's vacation schedules.

Myself, I will now be away for two weeks as of Friday. If there is any news or info awaiting me, upon my return, you can count on the fact that I will get in touch with you.

Take care,  
Johanne

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