

## Food & Beverage Concessions Checklist

### General Guidelines

- Coca-Cola is the only brand which get visibility at the F&B Concessions – including menu board, point-of-sale, uniforms, etc.
- Coca-Cola drinks should be served in PET bottles with cap off (TBC in case of local laws).
- All brand names other than those owned by Coca-Cola must be covered (cash machine, coffee machine, etc.) unless it is unavoidable, i.e. on potato chip bags, candy bars etc.
- Any staff group not being provided VIK drinks (Security, Police, etc.) are not allowed to bring any product competitive to Coca-Cola (e.g. drinks or snacks from Pepsi). FIFA has put these groups in contact with Coca-Cola to purchase drinks through the LOC.

### Uniforms

- Check that uniforms of sales persons are either unbranded or are Coca-Cola branded.
- Name tags of each employee are ok. Same goes with event related pins. However pins including the employee name and name of concessionaire are not allowed.
- Footwear of concessions sellers should be adidas or unbranded.



### Menu Boards

- Menu boards' designs are provided by FIFA. If existing menu boards are used, they need to be unbranded. The only possible branding identifications may be from Coca-Cola.
- Existing menu boards of non-alcoholic beverages may carry the brand names of the Coca-Cola products (Fanta, Coke Zero).

- Existing food menu boards must be in a neutral font and products may only be described by their general names. For example, menu boards should read “Chocolate Bars” and not “Snickers” or “Milky Way”. “Chips” or “Crisps” and not “Pringles”. Also, the logos of these brands may not appear on the menu boards.



## Beverage Service

- Soft Drink beverages that are provided by the concessionaire in a PET bottle (if approved for a specific event) are to be provided to the customer in the original packaging. The sales staff will remove the cap before offering the bottle to the customer.

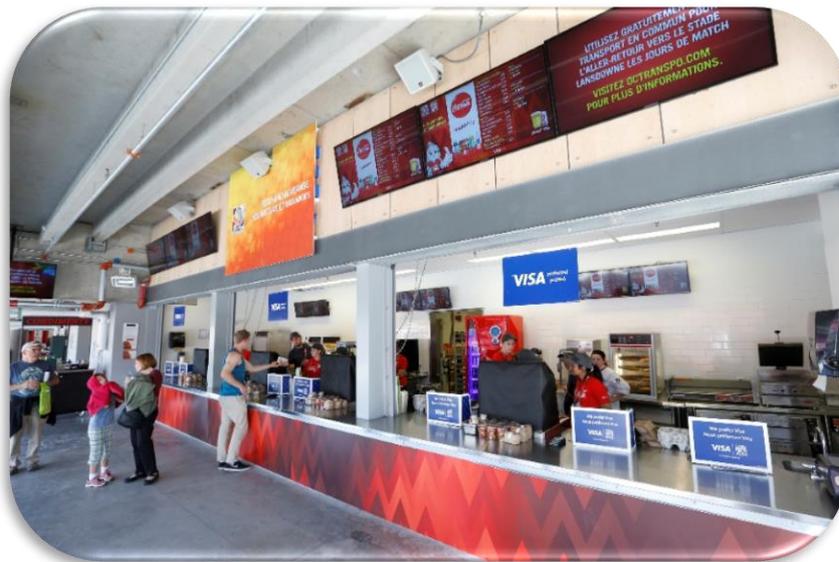
## Beverage Coolers

- Coca-Cola will be providing Coca-Cola branded refrigerators at the concession stands. Only Coca-Cola products may be placed in these refrigerators (i.e. no beer or food items into Coca-Cola refrigerators).
- Milk, creamer and food items that need to be cooled should be cooled in unbranded refrigerators at the concession stands.



### Front Counter Tops (where customer places order)

- **Cash Registers:** Take note of cash registers. Typically Samsung, NEC and NCR are traditional manufacturers of cash registers. These brands should be covered up.
- **Coffee Machines:** Brands need to be covered.
- **Straw dispensers:** Should straws be distributed and placed on countertops they should be in straw dispensers or Coca-Cola / unbranded cups should be used. The original branded box of straws should not be used.
- **Food:** Branded food packaging should not be displayed on the counter tops and should be instead displayed towards the back of the stand. For example chips and candies should not be shown at these counters.
- **Food:** Products cannot be sold out of their original dispenser packaging. For example, Snickers bars should not be sold out of their original "Snickers" box. Instead all of these bars should be placed in a neutral tray. If there is no alternative then they can be sold out of their original box but the box should be covered / dressed.
- **Napkins, Wraps, Bags etc.:** Need to be unbranded
- **Condiments:** Items like salt packets, sugar packets are ideally placed into neutral containers but labels on these items do not need to be covered. Ketchup and mustard bottles need to be covered.



### **Back of Stand Counter Tops (service / preparation area)**

- As much as possible, branded food products must not be displayed on the counter tops. It is preferred that one sample of the particular product be displayed instead an entire group of products (for example, one bag of crisps should be displayed instead of an entire box).
- Generally, food products should be placed on the countertops at the back instead of at the front of the stand (if space is available).

### **Temporary Concession Stands**

- Temporary stands may be unbranded or Coca-Cola branded. The only other branding that is possible would be to identify the product(s) sold at the stand.
  - Acceptable: Tacos
  - Not acceptable: José's Taco Stand
- Coca-Cola, in principle, may place additional branding at stands (chairs, umbrellas etc.) but this needs to be approved by FIFA.