



Foodservice

RIGHT FIT – LEAD SHEET



Please complete the below document and submit to your Pepsi NASM (Phil and Buzz) for any client that is a potential Right Fit customer. Leads will be prioritized based on info provided. PepsiCo will review and add to the entegra Target List unless they have questions. Please include Nelson Lafayette, Dan Mueller and Tracey when you send to Phil and Buzz.

1. Date:	
2. Entegra NAE name, title, phone:	Gwen Ritchie, 860-462-0378
3. Account Name:	
4. Client POC Name: *POC=point of contact	
5. Client POC Address:	
6. Client POC email:	
7. Client POC phone:	
8. # of outlets:	
9. Annual food purchases:	
10. Est Annl Fountain volume (gal):	
11. Est Annl Bottle & Can volume:	
12. Is account currently buying Pepsi Beverages? • If so, are they currently receiving a rebate from Pepsi?	
13. Does client belong to an affiliate? • If so, name affiliation	
14. Is there one central decision maker for Food & Bev purchasing or does each unit decide independently?	
15. Does client have a Coke contract? • If so, expiration date:	
16. Notes/Comments:	

Please send the completed for to PepsiCo POCs:

- Buzz Dabrasky, Director ~ (410) 215-2853 ~ Gordon.Dabrasky@pepsico.com
- Phil Grant, Sr. NASM ~ (301) 514-4366 ~ Phil.Grant@pepsico.com

PepsiCo NASM will contact you to discuss next steps