

CUSTOMER
ENGAGEMENT
HIGHLIGHT

JUNE 2019

Customer and Employee Safety is Focus as Tenants “Reopen”

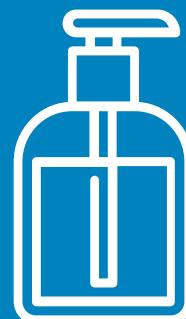
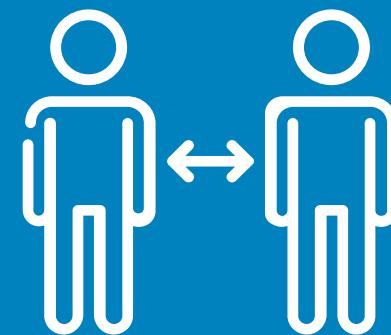
METROPOLITAN WASHINGTON AIRPORTS AUTHORITY/ MARKETPLACE
DEVELOPMENT / PEPSICO PARTNERSHIP



Safety First

As airport traffic begins to rebound amid the COVID-19 pandemic, MWAA, MarketPlace, and PepsiCo are working to support tenants as they reopen their businesses.

PepsiCo created a robust "Welcome Back Kit" that has been shared with all tenants in the beverage program. The reopening guidelines communicate steps for resuming deliveries, equipment care instructions, COVID-19 insights and guidance, new product offerings, Pepsi-provided merchandising tools, and more.



“Welcome Back” Packet Highlights

- Instructions for resuming beverage orders (for tenants that were closed and are reopening)
- Fountain equipment restart procedures and troubleshooting resources
- Ongoing and updated COVID-19 insights from the PepsiCo category management team and industry publications, providing consumer insights as well as recommendations for business operations
- Details regarding new PepsiCo product offerings, such as Bang Energy drinks, Tropicana chilled juices, Kevita kombucha and probiotic beverages, and Naked! smoothies.
- PepsiCo-provided LIFEWTR ambient rack resources to increase water sales and drive revenue growth
- Updated planograms that include new category insights used by PepsiCo sales team when optimizing beverage assortment in the beverage section of the coolers



The collage includes:

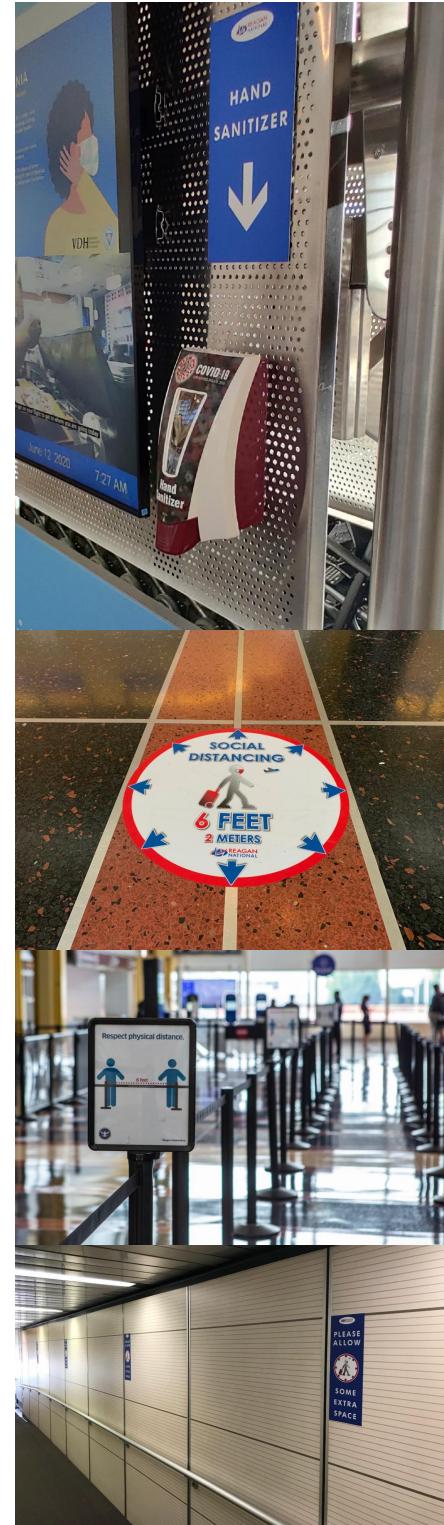
- A top section titled "MATCH YOUR EQUIPMENT TO THE QR CODE SCAN FOR CLEANING & TROUBLESHOOTING INSTRUCTIONS" featuring a Pepsi logo and QR codes for various equipment types: Countertop Electric, Urn Dispenser, Ice Beverage Combo, Drop In Dispenser, Spire Series, Ugolini Bubbler, and Bargun Dispenser.
- A middle section titled "New Products- Bang Energy" showing several cans of Bang Energy drink in different flavors: Blue Razz, Peach Mango, Cotton Candy, Star Blast, Rainbow Unicorn, and Sour Heads.
- A bottom section titled "WE WILL BE UNSTOPPABLE WITH THE NEW PEP ENERGY PORTFOLIO" showing cans of Rockstar Energy Drink, Bang energy drink, Game Fuel, and Kickstart.

A Return to Flying

Excerpted from Project Journey Update on July 1, 2020

Airports across the country, including Reagan National and Dulles International, have been hard at work making changes to safely welcome back air travelers in the wake of the COVID-19 pandemic. While passenger counts increased in both May and June, they remain well below pre-pandemic levels. Here's an overview of the current airport experience:

- Face coverings are required inside – By order of the Governor of Virginia, face coverings are required indoors for people ages 10 and up. When traveling, it's a good idea for everyone to "mask up" before entering the terminal and plan to keep covered while on the plane, as most airlines also require face coverings for the safety of passengers and crew.
- Plexiglass barriers – Installations have been completed at ticket counters, gate podiums, information counters and at TSA checkpoints to protect workers and the public.
- Staying clean – Dozens of hand sanitizing stations are available pre- and post-security. Special care is being taken to frequently clean high-touch locations around the airport and in restrooms. And TSA is allowing customers to bring large containers of hand sanitizers and wipes through security to use throughout their journey.
- Keeping your distance – The airport has placed hundreds of signs, stickers and floor markers to encourage travelers to maintain adequate space between others. Passengers will see them in lines, on columns in gate areas and in jetbridges leading to aircraft.
- Expanding choices – An increasing array of dining options convenient to all gate areas is available to travelers.



Partnership shines in uncertain times

In the midst of these uncertain times, PepsiCo has continually demonstrated the value of their partnership. In addition to the robust “Welcome Back Kit” that has been shared with airport tenants, but they have also taken a proactive approach sharing resources with MWAA and MarketPlace.

Ever since COVID-19 began affecting business operations and our daily lives in March, the PepsiCo account team has been sharing the wealth of information that PepsiCo has gathered with respect to the pandemic, particularly related to expected consumer behavior and guidance for reopening businesses safely. As information has evolved and more data has been gathered, updated insights and new information have been shared. In addition to written materials, PepsiCo has also provided access to various webinars centered around COVID-19 response.

Considering the breadth of PepsiCo’s business operations across the country and the globe, the level of insights they can provide are invaluable. These insights have been shared during a particularly challenging time for everyone, providing guidance on a path forward, not just for airport tenants, but for MWAA and MarketPlace as well.

“It would be a huge understatement to say that the last few months have been a challenge for our merchants. However, during this difficult period, PepsiCo has demonstrated phenomenal levels of partnership as they have shared their resources, and particularly their time, to assist the merchants every step of the way.”

- Paul Sheridan, GM, Dulles International Airport, MarketPlace Development

