

NEWS

Does Dal have the right one?

BY LILLI JU

Over the summer, the Dal campus has seen a number of changes — part of the Dunn parking lot has been paved, the SUB has been repainted complete with a new logo in the lobby, the Dalplex fieldhouse is getting a new floor, renovations continue at the Chem building, etc. However, for returning students, the biggest change by far is the campus-wide switchover from Coca-Cola to Pepsi.

This change comes through the joint efforts of the Dalhousie Student Union (DSU) and the Athletics Department. Coca-Cola has traditionally been the pop-of-choice here, although never actually had an official contract with Dalhousie. This is the first year it has been put out to tender. Both Coca-Cola and Pepsi-Cola put in bids to get this contract, but in the end, Pepsi's offer surpassed Coke's leaving no question as to who was going to be Dal's official soft drink company.

Campus-wide switchover from Coca-Cola to Pepsi

Many avid Coke drinkers are asking "Why Pepsi?" Hilary Wells, DSU Executive Vice-President said they give a higher level of service. Pepsi offered significantly more money, and Pepsi has strong marketability. Wells said the Pepsi contract was the "best deal for athletics and the best deal for the students."

"Pepsi is also more progressive when it comes to alcohol awareness," she adds. Although Coke is #1 internationally, Pepsi is #1 in the Maritimes, which means the local Pepsi company can offer more to Dal more than Coke did. The

contract with Pepsi is to last five years. A three-year contract was also available but it offered 50 per cent less than the one accepted. Since the Pepsi contract is considered a 'business deal', details would not be divulged as to what Coke offered.

Wells mentioned there are ways to get out of the contract if so desired, but stressed "it would not be in the students' best interest to get out." All in all, no one can deny Pepsi has made a big impression during their first official week at Dalhousie. This past Sunday, groups of Dalhousie students were filmed in hopes of winning a spot in the "You've got the right one, baby!" commercial. Other Atlantic universities competing for the spot are Saint Mary's and Memorial University. The winning group will be seen in the Pepsi commercial which premieres during the telecast of the Academy Awards in October.

The initial switchover deadline from Coke to Pepsi was September 1st. Dalplex will be one of the last to be switched over. Some keen observers may have noticed Coke products have not been totally banished from the campus. Minute Maid and Five Alive juice products marketed by Coke are still available (since Pepsi does not have any juice products). Also, the Grad House next to the SUB donned a Coke banner last week, and it was found out they are not included in this contract since they hold a separate one with Coke.

In terms of sponsorship dollars, marketing, donations of products, and service, it looks like Dal does have the "right one." We here at the Gazette would like to know your opinion. Write a few sentences (ONLY a few) on whether or not you think Dal has the "right one" and drop it off in the Gazette mailbox at the Enquiry Desk (SUB) or at our office on the 3rd floor of the SUB.

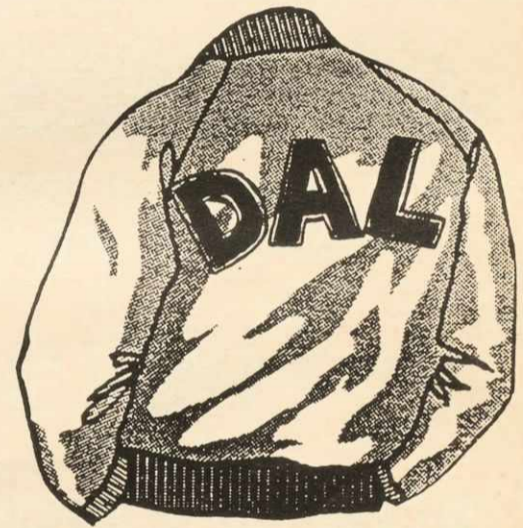


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