Muscle Shoals City Schools

"Providing opportunities for all students to obtain wisdom and achieve their greatest potential!"

Dr. Chad Holden
Superintendent

Dr. Kelli R. Nichols
Assistant Superintendent

REQUEST FOR SEALED BIDS Bid #25-02

Exclusive Beverage Contract for All On Campus Programs
Muscle Shoals City Schools
Contract Term: 2025–2030

I. General Information

The Muscle Shoals City Schools (hereinafter referred to as the "Customer") is seeking **sealed competitive bids** for an **exclusive beverage provider** for the school system's **concession stands** and **all other on campus programs.** The awarded contract will be for a period of **five (5) years**, beginning with the 2025–2026 school year and expiring at the conclusion of the 2029–2030 school year.

This agreement **excludes vending machines** and vending services.

II. Scope of Bid

Bidders must submit proposals for the **exclusive right to provide and distribute beverages** to all school-sponsored concession and on campus programs within the school system.

Proposals must include detailed pricing and added value considerations as outlined below.

III. Bid Specifications

A. Product Pricing

Bidders must provide **unit pricing** for the following products in **20-ounce bottles**:

1. Carbonated Soft Drinks
2. Bottled Water
3. Sports Drinks

Prices must be listed separately, if different, for concession sales vs. other on campus sales (compliant with USDA guidelines).

B. Additional Required Proposal Inclusions in consideration for an exclusive contract

1. **Monetary Support/Sponsorship**
    - Annual payment to the Muscle Shoals City Schools to be used for the benefit of the students.

2. **Donated Products**
    - Total quantity of **donated cases** of:
        - Carbonated soft drinks
        - Sports drinks
        - Bottled water
    - Donated products may be used at the school system's discretion.

3. **Discounted Products (Non-Resale Use)**
    - Bidders must offer special discounted pricing on products for:
        - Business meetings
        - School functions
        - Field trips
        - Other approved school-related activities
    - These products will not be used for resale.

4. **Total Value to School System**
    - Bidders must submit a detailed summary of the **total projected value** of the agreement to the school system over the **five-year contract period**.

5. **Equipment and Service**
    - Proposals must include a list of **beverage cooling equipment**, **ice machines**, and any other **dispensing equipment** offered.
    - The awarded vendor must provide:
        - **Preventative maintenance and repair service**, **at no cost to the Customer**, for all provided equipment.

        - A service response time commitment must be stated.

6. **Marketing & Brand Resources**

    - Any offered **marketing support**, including **coolers, branded signage, or other promotional materials**

IV. Bid Conditions

- All bids must be **sealed** and clearly marked **"Exclusive Beverage Bid – Muscle Shoals City Schools"**.
- The contract will be awarded to the **lowest responsible and responsive bidder** whose proposal best serves the interests of the school system, considering both financial and added value components.
- The school system reserves the right to apply a **local preference** in accordance with subsection (b) of Section 41-16-50.
- The school system reserves the right to reject any and all bids and to waive any technicalities deemed in its best interest.

V. Bid Submission Details

- **Deadline:** Bids must be received by **2:00 p.m., Thursday, June 5, 2025.**

- **Bid Opening:** Bids will be publicly opened at **the Muscle Shoals Board of Education Central Office Auditorium, 3200 S. Wilson Dam Road, Muscle Shoals, Alabama 35661** on **June 5, 2025, at 2:00 p.m.**

- **Delivery Address:**

  Muscle Shoals Board of Education

  Attn: Sherry Langley, CSFO
  3200 S. Wilson Dam Road
  Muscle Shoals, AL 35661
  256-389-2600 or email slangley@mscs.k12.al.us

Bid packets may be obtained by contacting the office above or downloading from **www.mscs.k12.al.us**