

FLORIDA STATE FAIR AUTHORITY
4800 U.S. Highway 301 North, Tampa, Florida 33610

NOTICE OF INTENDED AWARD

Solicitation: Beverage Pouring Rights and Sponsorship – Florida State Fairgrounds, Solicitation No. **2026-720B**.

Posting Date and Time: **October 14, 2026, at 2:15 p.m. EST.**

The Florida State Fair Authority (the “Authority”) hereby gives notice of its intended decision to award a Beverage Provider Agreement for non-alcoholic beverage pouring and sponsorship rights at the Florida State Fairgrounds, for a term anticipated to begin January 2027, to:

PepsiCo Beverage Sales, LLC
11315 N. 30th Street, Tampa, Florida 33612

Proposals were received from:

PepsiCo South Division
Coca Cola Beverage Florida, LLC

This is an intended decision only. Award is contingent upon:

1. Negotiation and execution of a written agreement in form and substance acceptable to the Authority;
2. The selected proposer’s delivery of the certificate of insurance, W-9, certifications and affidavits required of the Authority’s vendors; and
3. Expiration of the protest period described below without a timely protest, or final resolution of any protest.

The Authority reserves the right to reject any or all proposals, to waive minor irregularities, and to withdraw this intended decision at any time before execution of a final agreement, without liability to any proposer.

NOTICE OF PROTEST RIGHTS

Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under chapter 120, Florida Statutes.

Any person adversely affected by this intended decision must file a written notice of protest with the Authority within seventy-two (72) hours after the posting of this notice, excluding Saturdays, Sundays and state holidays, and must file a formal written protest within ten (10) days after the date the notice of protest is filed, in accordance with section 120.57(3), Florida Statutes, and Chapter 28-110, Florida Administrative Code. The formal written protest must be accompanied by

a bond payable to the Florida State Fair Authority as provided in section 287.042(2)(c), Florida Statutes.

Notices of protest and formal written protests must be filed with, and are deemed filed only upon actual receipt by:

Florida State Fair Authority
Attn: Cheryl F. Flood
4800 U.S. Highway 301 North
Tampa, Florida 33610
Cheryl.Flood@FloridaStateFair.com

Between 8:00 a.m. and 5:00 p.m. Eastern, Monday through Friday, excluding state holidays.

This notice and all related communications are public records under Chapter 119, Florida Statutes.

Posted by: Cheryl F. Flood Title: CEO

Date / Time: October 14, 2026
at 2:00 PM