

Hot Cup and Lid Supplier Transition – April 2019



Scope:

- All 12 Hot Cups (WPS, SBC, TI)
- 2 lids (fits all brand)
- No art/design changes

*To minimize risk of injury,
cups and lids from different manufacturers
should never be used together*



KEY DATES

Jan 30 – Feb 8

Communication docs finalized

Feb 16

Distributor letters sent

Apr 2

New SKUs live for Distributors

Hot Cup and Lid Transition – Approach & Timeline



Hard and Soft launch approach, 2 Phases

Hard cutover for FS Distributors - **April 2**

- NAEs and Distributors notified 45 days in advance
- Field Sales notification via All Call and TYTNK

Soft launch for Direct FS operators - **April 16**

- Leverage ISAR and Customer Service team to sell through existing cups and lids
- 2 weeks to run through old inventory
- Mitigate write off of former SKUS

