

Meeting Date: October 6, 2025
Department: Community and Development Services
Report No.: CS-2025-49
Submitted by: Robert Lilbourne, Director of Community and Development Services
Approved by: Rob Browning, Chief Administrative Officer

SUBJECT: Soft Drink Vending Proposal

RECOMMENDATION: THAT: Council direct staff, in accordance with Schedule B, Item 12 of the Municipality’s Purchasing Policy, to enter into negotiations with the Ricco Foods regarding the provision of soft drink vending services in municipal recreation facilities, and further;

THAT: staff return to Council with a proposed agreement for Council’s review and approval.

BACKGROUND:

The Municipality currently has an agreement with Coca-Cola as the exclusive provider of soft drinks within municipal recreation facilities, including vending machines and concessions. This agreement is approaching its end, and staff were preparing to issue a Request for Proposals (RFP) to secure a new exclusive provider.

COMMENTS:

Before the RFP process was initiated, Ricco Foods approached staff with an unsolicited proposal to serve as the exclusive soft drink provider for all municipal recreation facilities. Their proposal includes supplying all soft drink products and operating vending services within municipal recreation facilities.

Staff believe there is merit in exploring this opportunity further. Partnering with them would support community economic development, provide flexibility in product offerings, and ensure continuity of service as the current agreement concludes.

In accordance with the Municipality’s Purchasing Policy, Schedule B, Item 12, Council approval is required to consider entering into direct negotiations outside of the formal competitive bid process.

Staff are seeking Council’s direction to begin negotiations with Ricco Foods as the potential exclusive soft drink provider. Following negotiations, staff will return to Council with:

- A detailed outline of the vendor's proposal, including financial contributions.
- A draft agreement for Council's review and approval.

CONSULTATION:

Manager of Community Services Operations

FINANCIAL IMPLICATIONS:

NONE

ALTERNATIVE(S) TO THE RECOMMENDATION:

1. (Alternative, if any)
2. Council to provide alternate direction.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Economic Development, Industry, and Jobs: Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

Community Well-being and Quality of Life: Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

Municipal Customer Service: The Municipality offers seamless, responsive service and an exceptional experience for every customer.

ATTACHMENTS:

None