

March 28, 2013

Mr. Ian Hoffmann  
Corporate Campaign, Inc.  
20 Jay Street, Ste. 317  
Brooklyn, New York 11201

Dear Mr. Hoffmann:

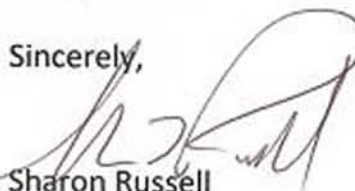
I am in receipt of your letter dated February 28, 2013 in regards to a competitive Request for Proposals (RFP) released by the University for Pouring Rights.

Sometime ago, CUNY began exploring the possibility of entering into a University-wide exclusive beverage contract in order to leverage the purchasing power of our integrated University, and thus generate additional resources that could provide a direct benefit to our students. Up until this point, each college would enter into separate and varying pricing agreements with beverage vendors. As a result, CUNY developed and advertised a competitive Request for Proposals (RFP) for Pouring Rights.

The evaluation and selection process for this RFP will be conducted in accordance with the guidance and criteria contained in the solicitation. All proposers are required to demonstrate compliance with the minimum qualifications set forth in the RFP, which include the enforcement of fair labor practices in the United States and abroad with respect to its employees and those of its bottlers, distributors and other contractors. The selected vendor will also be subject to a formal vendor responsibility determination as required by statute.

As a publicly funded University, CUNY complies with all applicable procurement regulations, and is fully committed to following an unbiased, fair and equitable selection process.

Sincerely,

  
Sharon Russell  
Associate Controller for Procurement  
The City University of New York

cc: R. Rogers; Y. Butler, F. Estrada, O. Forbes, S. Walker