

Coke or Pepsi?

“POTENTIALLY COSTLY”

by [Joseph DeMaio](#), ©2020



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(Feb. 4, 2020) — From all reports, the Super Bowl LIV half-time soft-porn [extravaganza](#) was something not to be missed..., if you were a dunce. And Jeb Bush reminded us all why it is a good thing that he is [not president](#). No, your faithful servant – suspecting weeks ago from the cast of characters that PepsiCo and the NFL Super Bowl Committee had announced would be “performing” – missed the presentation. But he’s read about it, and that has prompted this post.

Rather than go into all of the slimy details of the show or include an Internet link here allowing you to go “see for yourself” how bad it was, the purpose of this offering will be to address a rumored different response. It is easy to take to social media platforms and voice concerns over how inappropriate and really sleazy it was (and is). But actions, as they say, speak louder than words.

So here is how – so it is rumored “on the street” – some people and families may be reacting. Relatively speaking, very few people actually attend the Super Bowl... it is *waaaaayyy* too hyped and expensive. They watch it on TV. But tens of millions of people and families eat out at restaurants, some only occasionally, and others regularly. Many of those restaurants enter into “exclusive” contractual agreements to offer only one soft drink to their customers. In most cases, those beverages are either Pepsi or Coca-Cola. The competition is fierce.

In fact, in many cases, when you go to a restaurant and order a “Coke,” the server will ask “We have Pepsi..., is that OK?” Most people just respond “sure.” The server’s question, of course, is now required as a consequence of several lawsuits and court decisions that have raged over the years between the two soft drink giants in the so-called “[cola wars](#).” But that was before Super Bowl LIV.

Coming to the point of the rumor, when someone, or a couple, or a group of friends or a family now goes to a restaurant and, upon ordering Coke is told that the restaurant offers only Pepsi instead, and the server asks if that is “OK,” that someone, couple, group or family responds, “No, it is not OK,” then cancels the order and heads for the exit.

One or two such events might not mean much. But over time, if dozens or hundreds or thousands of sit-down and fast-food restaurants begin reporting losses of sales as a result of cancelled meals – hypothetically speaking, of course – the impact could be, let us say, more than insignificant. And that, in turn, could affect future decisions on whether to renew or enter into new contracts. On the other hand, lost sales from customers turned off by broadcast television soft porn could be offset by additional consumption of Pepsi by those who enjoyed the show. Like Jeb Bush.

One wonders how long it will take for PepsiCo – if ever – to get the message that its sponsorship of Super Bowl half-time soft porn shows such as just took place in Miami is... unwise. And potentially costly. And who knows, the rumor could be unsubstantiated. Just sayin’....