



PEPSICO

ABOUT

PepsiCo was established in 1965 due to the merging of existing powerful companies, Frito-Lay and Pepsi-Cola. Frito-Lay and Pepsi-Cola formed the PepsiCo known today. This company has 22 billion dollar brands in over 200 countries, and they generate over one billion dollars in annual retail sales. PepsiCo is divided into six divisions around the world: PepsiCo Beverages North America, Frito-Lay North America, Quaker Foods North America, Latin America, Europe, and Asia. PepsiCo emphasizes the importance of making the world a better place by partnering with organizations world the world to move toward a “more sustainable food system, from investing in sustained nutrition, to promoting safe water access, effective waste management, and women’s empowerment.” PepsiCo is doing their part to make the rest of the world a better place for everyone.

MARKET

In 2019, PepsiCo surpassed analysts’ predictions their revenue and earnings. PepsiCo’s strongest division is the Frito-Lay North America. Their North American drinks, Starbucks coffee and water products, are continuing to grow as people drink less soda. PepsiCo is getting involved in the trending sparkling water and introduced Bubly. Ramon Laguarta, CEO, told analysts that Bubly going to be one of our next billion-dollar brands.” PepsiCo’s focus is also on investing in more advertising in order to grow their company and brands.



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TARGET CONSUMERS

PepsiCo’s target audience ranges from ages 13 to 34, and this includes athletes and overweight people. PepsiCo’s consumers are people who enjoy snacking on chips, and this also includes people who enjoy soft drinks. Different advertisements and strategies are used for different countries. An advertisement that is successful in the United State may not be as successful in other countries. Each message PepsiCo released to the public is targeted for their specific audience. PepsiCo has also invested in healthier snacks such as, Bare, in order to be successful in the health trends.

FUTURE

According to PepsiCo, their vision is to “be the global leader in convenient foods and beverages by winning with purpose.” PepsiCo wants to be successful in their industry, while still doing good things for the world. Many companies are willing to cut corners or step on others to get ahead, and this is not PepsiCo. PepsiCo’s goal is “to become Faster, Stronger, and Better.”

EXECUTIVE OFFICERS

Ramon Laguarta –Chairman and Chief Executive Officer

Ramon Laguarta is the CEO of PepsiCo and has been working at this company for 23 years. He started the position as CEO on October 3, 2018. Laguarta inspired the “Winning with Purpose” goal for the company. Laguarta is an essential part of PepsiCo and he is continuously making changes for the better of the company and the world.

Marie Gallagher—Senior Vice President and Controller

Gallagher is responsible for the financial reports and processes globally. She also manages 1,000 PepsiCo workers to ensure they are performing at their best. Each year Gallagher runs the Continuing Professional Education program that is PepsiCo sponsored.

Hugh F. Johnston—Vice Chairman and Chief Financial Officer

Johnston was announced the CFO in 2010 and has been an essential part of PepsiCo’s success in this position. He provides leadership to the financial teams of PepsiCo, communicates companies goals with investors, makes sure the company is going to gain money from their investments, and much more. These are only a few of the CFO’s responsibilities.

Ronald Schellekens—Executive Vice President and Chief Human Resources

Schellekens became a part of the PepsiCo Company in 2019. He managed the HR section and his leadership has been an important part of the company’s success. Schellekens works with other parts of the PepsiCo Company in order to ensure there is a healthy work culture.

Dave Yawman—Executive Vice President of Government Affairs, General Counsel and Corporate Secretary

Yawman was being working at PepsiCo for 20 years and stated this position in 2017. He is responsible for PepsiCo’s legal activity, government relations, and their policy with the public. Yawman’s experience at the company makes him an expert in this position that is beneficial to the company.



PEPSICO

MEDIA ADVISORY

Contact: PepsiCo Corporate and Global Media Inquiries: pepsicomediarelations@pepsico.com
+1-914-253-2552 Call between 9:00 A.M. – 5:00 P.M. EST

PEPSICO PLAYGROUND AT SXSW

- WHO:** PepsiCo Food and Beverage Company
- WHAT:** PepsiCo will be hosting an exciting event at the SXSW Interactive Conference this year. Throughout the conference visitors will have the opportunity to charge their phone and grab snacks or drinks. These snacks include PepsiCo's top brands: Sun Chips, Sabra Hummus, and etc. There will also be a flash panel featuring "top digital thinkers" in addition to the conference speakers. There are different events scheduled throughout the week at the PepsiCo Playground.
- WHERE:** Austin Convention Center, 500 East Cesar Chavez Street
- WHEN:** March 11, 2011 – March 15, 2011
10:00 A.M. – 3:00 P.M. PST
- WHY:** This event will be displaying PepsiCo brands' limited flavors, including the new Trop 50. This is a new flavor edition to Tropicana. Trop 50 is a healthier and low-calorie alternative to Orange Juice. The PepsiCo Playground will demonstrate their top brands at this conference.

INTERVIEW OPPORTUNITIES:

- March 12th Speakers: Tracy Kobeda Brown, Benn Gurton, Jason Calacanis, Tony Conrad, Kent Goldman, Lou Kerner
- March 13th Speakers: Frank Gruber, Travis Kalanick, James Slezak, and Robert Murray
- March 14th Speakers: Mike Schneider, Amber Case, Cali Lewis
- Artists and social media engineers
- Visitors at the conference

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PEPSICO

Mission: PepsiCo's mission is to "create more smiles with every sip and every bite." PepsiCo is the parent company of the successful brand Doritos, and they recently released a new flavor that will brighten everyone's day. The new Flamin' Hot Nacho Doritos is a fun twist on the fan favorites – Nacho Doritos and Flamin' Hot Cheetos.

Market: PepsiCo is an American food and beverage company. This company is one of the top three food and beverage companies in the world. PepsiCo owns over 100 brands and 22 of these are billion dollar brands.

Accreditation: PepsiCo uses the Global Food Safety Initiative (GFSI) process to assess all their food manufacturing and safety.

CEO: Ramon Laguarta was announced CEO on October 3rd, 2018. He is the sixth CEO in PepsiCo's existence.

Headquarters: PepsiCo Corporate
700 Anderson Hill Rd
Purchase, NY 10577

Phone: [\(914\) 253-2000](tel:9142532000)

Annual Revenue: \$62.525 billion

Employees: 263,000

Stock Price (PEP): \$134.71

Media Contacts: PepsiCo Corporate: pepsicomediarelations@pepsico.com
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PepsiCo's Billion Dollar Brands:





Founded: Fritos corn chips were established in 1932 and that same year Lays were created. Fritos and Lays merged in 1961, creating Frito-Lay. In 1965, Frito-Lay later became a part of PepsiCo.

Background: In 1992, Flamin' Hot Cheetos were invented by a janitor working at Frito-Lay. This famous hot spice is now being implemented in the classic Nacho Doritos, one of the most popular snacks in North America.

Mission: The Doritos brand is all about being **BOLD** and creating an unforgettable experience. The Flamin' Hot Nacho Doritos will be a new and bold flavor that people will not want to miss. Frito-Lay emphasizes that each product is treated with "quality and care" to ensure that customers have the best experience possible.

Headquarters: Frito-Lay Inc.
5600 Headquarters Dr,
Plano, TX 75024

Phone: (972) 963-1000

Production Process: The Flamin' Hot Nachos Doritos combines customers' favorite flavors – cheesy and spicy. This product consists of the original Nacho Doritos with spice of the Flamin' Hot Cheetos.

Pricing: The price of the Flamin' Hot Nacho Doritos for a 3.125-ounce bag costs \$1.89, and a 9.75-ounce bag costs \$4.29. This is the same standard price for all Doritos flavors at these sizes.

Availability: Flamin' Hot Nacho Doritos are available in grocery stores, as well as, convenience stores across the country. This flavor was released January 10th, 2019.

Media Contacts: PepsiCo Corporate and Global Media Inquiries: pepsicomediarelations@pepsico.com
Frito-Lay Media Inquiries: FLNAFrito-LayMediaServices@pepsico.com

Nutritional Information:



INGREDIENTS: CORN, VEGETABLE OIL (SUNFLOWER, CORN, AND/OR CANOLA OIL), MALTODEXTRIN (MADE FROM CORN), SALT, WHEY, CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), BUTTERMILK, MONOSODIUM GLUTAMATE, ARTIFICIAL COLOR (RED 40 LAKE, YELLOW 6 LAKE, YELLOW 6, YELLOW 5), NATURAL AND ARTIFICIAL FLAVORS, ROMANO CHEESE (COW'S MILK, CHEESE CULTURES, SALT, ENZYMES), ONION POWDER, CITRIC ACID, SPICES, DEXTROSE, TOMATO POWDER, POTASSIUM CHLORIDE, WHEY PROTEIN CONCENTRATE, LACTOSE, LACTIC ACID, SODIUM CASEINATE, SUGAR, GARLIC POWDER, SKIM MILK, RED AND GREEN BELL PEPPER POWDER, MILK PROTEIN CONCENTRATE, DISODIUM INOSINATE, AND DISODIUM GUANYLATE.
CONTAINS MILK INGREDIENTS.

Nutrition Facts

Serving size	1 package
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 9g	11%
Saturated Fat 1.5g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	5%
Total Sugars less than 1g	
Protein 2g	
Vit. D 0mcg 0%	Calcium 40mg 2%
Iron 0.3mg 0%	Potas. 70mg 0%

Not a significant source of added sugars.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.