



PEPSICO How We're Taking Action

In 2014, PepsiCo joined forces with The Coca-Cola Company and Keurig Dr Pepper in a landmark agreement to decrease beverage calories in the American diet. Working alongside the Alliance for a Healthier Generation, the beverage industry set a goal to reduce beverage calories consumed per person nationally 20% by 2025. Since 2014, we've taken steps to make this goal a reality.

Offering more beverage choices with zero sugar or reduced sugar

From reformulating products to creating new ones to developing smaller sizes, we're exploring all paths to bring consumers more choices.

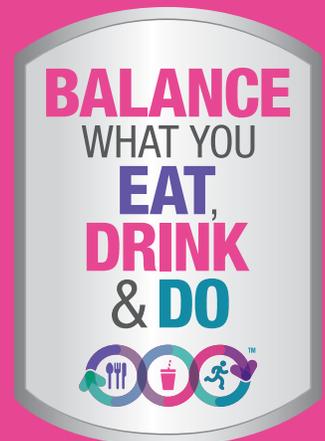


Driving availability and demand for zero sugar and reduced sugar beverages

We're using our marketing expertise and distribution network to increase access to—and consumer demand for—lower calorie choices.

Encouraging consumers to make informed choices

We've added "balance" messaging in stores across the U.S., and put calorie information on the front of all packages.



Offering more beverage choices with zero sugar or reduced sugar

More Choices

75+
beverages with zero sugar

115+
new zero sugar and reduced sugar beverages since 2014

300+
beverages with 100 calories or less per 12 oz serving



Smaller Portions

16 oz value cans:
an alternative to 20 oz bottles

12 oz sleek cans: a new look for the single serving can

7.5 oz mini cans: for consumers who want a little less



Less Sugar

These beverages have less sugar than the originals:

G, G2 and G Zero:
3 calorie choices all with the same electrolytes

DEW Kickstart:
70% less than MTN Dew

Trop 50:
50% less than Tropicana

Brisk and Lipton iced teas and juice drinks:
20-45% less after reformulation



Driving availability and demand for zero sugar and reduced sugar beverages

Our marketing programs are designed to boost consumer demand for reduced sugar and lower calorie choices, with a focus on flavor, hydration and taste.



Working with our retail and food service customers, we've increased access to smaller sizes, and options with zero sugar or reduced sugar.

40,000 Distribution Points:

We've introduced 40,000 Hello Goodness vendors, coolers and racks, which offer only zero sugar and reduced sugar choices and juices.



21,000 Fountain Valves:

Taco Bell converted 3 fountain choices in its 7,000 stores to lower-calorie options. 7 of 15 choices are now zero sugar or reduced sugar options available from PepsiCo.



Kroger adds Diet Pepsi Sleek Cans at over 100 stores in local Ohio market

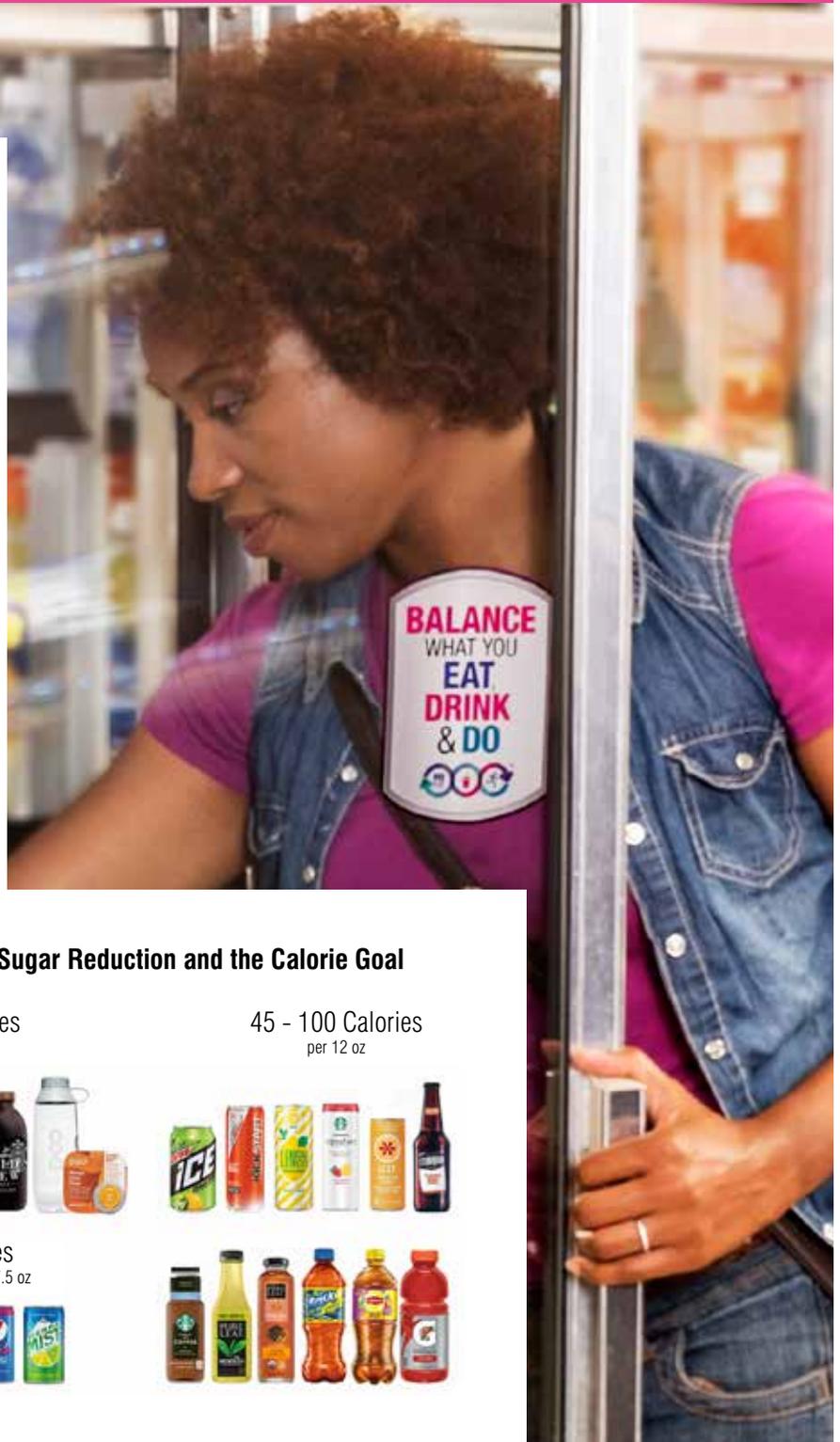


Encouraging consumers to make informed choices

We've added signs on coolers and vending machines to remind consumers to consider calories and balance before choosing a beverage. We've also put clear calorie information on the front of every product.

We started introducing new Nutrition Facts Panels on our beverages in 2017.

We've made it easier to get nutrition facts and comparisons on PepsiCoBeverageFacts.com.



Examples of PepsiCo Beverages that Support Sugar Reduction and the Calorie Goal

0 Calories



5 - 40 Calories
per 12 oz



45 - 100 Calories
per 12 oz



Smaller Sizes
0 - 110 Calories per 7.5 oz

