



EVERY GENERATION REFRESHES THE WORLD



As PepsiCo refreshes its beverages, snacks and foods for new generations, we demonstrate in many ways that “We are Performance with Purpose.” This year’s report features employees, customers and business partners around the world who helped PepsiCo grow under adverse conditions—and stay focused on future opportunities. To represent this perspective, we invited children of PepsiCo associates across our global operations to show us how our products look through the eyes of future consumers. We’re proud to feature some of these drawings on our annual report cover. To view more of these drawings, please go to www.pepsico.com.



There's much more to PepsiCo's great-tasting beverages, snacks and foods than meets the eye.

Around the world, our people come to work each day ready to perform with purpose. Together, we create the fun, refreshing and nourishing experiences consumers enjoy.

In 2008 we faced market pressures that demonstrated the strength of our Performance with Purpose mission—and the power of our people. As costs increased and local economies weakened, customers and consumers held their breath. We met these challenges head-on. By channeling our knowledge, creativity and determination, we continued our legacy of growth and gave consumers powerful new reasons to choose our beverages, snacks and foods.

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