

QUICK FACTS

PEPSICO

BEVERAGES AMERICAS



Key Facts

- Pepsi Beverages Americas (PBA) Headquarters: Purchase, N.Y.
- As part of PBA, Pepsi-Cola North America is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. Its U.S. brands include [Pepsi](#), [Mountain Dew](#), [Sierra Mist](#), [SoBe](#), [AMP Energy](#), [IZZE](#), [Naked Juice](#), [Propel](#), [Mug](#), [Brisk](#) and [Aquafina](#), among others.
- In 2009, [Pepsi Max](#) became one of PepsiCo’s 19 billion-dollar mega-brands, generating more than \$1 billion in annual retail sales.
- Pepsi-Cola’s other billion-dollar brands include Pepsi, [Diet Pepsi](#), Mountain Dew, Sierra Mist, Aquafina and [Lipton](#). Mirinda and 7up are also sold by Pepsi outside of the United States.

History

- Pepsi-Cola was created in 1898 in New Bern, North Carolina by pharmacist Caleb Bradham, named “Brad’s Drink” by his customers and later renamed to “Pepsi-Cola.”
- In 1902, Bradham launched the Pepsi-Cola Company in the back room of his pharmacy, and applied to the U.S. Patent Office for a trademark which was awarded on June 16, 1903.
- The Pepsi-Cola Company was one of the first companies in the United States to switch from horse-drawn transport to motor vehicles.
- Pepsi had the first advertising jingle to be aired nationally in the United States.
- During the Great Depression, a six-ounce bottle of Pepsi was \$.05. Soon after, the company offered a 12-ounce bottle for the same price, sparking the advertising slogan “Twice as Much for a Nickel.”
- During World War II, Pepsi advertising was patriotic and uplifting. The company even adopted a new red, blue, and white color scheme for its bottles.
- During its first 65 years, Pepsi-Cola sold only one product – Pepsi.
- In 1970, the company moved its headquarters from New York City to Purchase, New York.
- By 1976, Pepsi-Cola became the single largest-selling soft drink brand in American supermarkets.
- By 1985, more than 600 Pepsi-Cola plants were operating in 148 countries and territories throughout the world.
- The original Mountain Dew formula was invented in the 1940’s in Tennessee. PepsiCo purchased Mountain Dew in 1964 and launched the "Ya-Hoo Mountain Dew. It'll tickle your innards" campaign in 1965.
- Naked Juice got its start on the beaches of Santa Monica in 1983 - selling fresh-blended juices towel-to-towel from a cooler. PepsiCo purchased Naked Juice in 2007.
- The Pepsi Lipton Tea partnership, formed in 1991, is a joint venture between PepsiCo and Unilever. The partnership includes a complete portfolio of ready-to-drink iced teas, including Lipton Iced Tea, Lipton Pure Leaf Iced Tea and Brisk Iced Tea.
- In 1994, PepsiCo teamed up with Starbucks to form the North American Coffee Partnership to develop and distribute ready-to-drink coffee beverages.
- In 2000, PepsiCo purchased the South Beach Beverage Company and grew the SoBe brand into a national force that now offers a range of enhanced waters, healthy teas and fortified juices and punches.

- In 2001, PepsiCo launched Sierra Mist, a refreshing lemon-lime soda, and AMP Energy, which offers an energizing blend of B-vitamins and a specially formulated intense combination of taurine, ginseng, and guarana.
- In 2002, PepsiCo pioneered the enhanced water category with the national launch of Propel. Over the years, Propel advertisements have featured athletes, actors and models, including Derek Jeter, Taye Diggs, John Stamos and Cindy Crawford.
- IZZE, which is named after Isabelle, the eldest daughter of co-founder Todd Woloson, was founded in 2002 in Boulder, Colo., and purchased by PepsiCo in 2006.

Health & Wellness

- Pepsi Max is the fastest-growing beverage internationally with zero calories.
- Sierra Mist Natural is the only leading lemon-lime soda made with real sugar and nothing artificial.
- IZZE Esque is IZZE's all-natural, low-calorie beverage line made with 25% juice and sparkling water, giving consumers less calories and sugar.
- Lipton has a team of fully trained Tea Tasters skilled in the art and science of tea. It is the role of the Tea Taster to make sure teas are blended perfectly to meet our standards of quality. Drinking tea has been associated with maintenance of certain normal, healthy body functions, such as hydration, focus and alertness, and weight control as part of a healthy diet.
- Naked Juice puts a pound of fresh fruit in every 15.2oz bottle with no preservatives or added sugar.
- Available in seven delicious flavors, every bottle of zero-calorie Propel Zero has the same benefit bundle to Replenish (with Vitamins C&E), Energize (with B Vitamins) and Protect (with Antioxidant Vitamins C&E).

Environmental Sustainability

- In 2010, Naked Juice introduced its ReNEWabottle, which is the first nationally distributed bottle made of 100% post-consumer plastic. Naked Juice now saves over 500,000 gallons of gas versus using virgin plastic.
- Aquafina's Eco-Fina bottles use 50% less PET plastic and feature a 10% smaller label, which has saved around 75 million pounds of waste. The Eco-Fina bottle is the lightest weight bottle in the industry, reduced to just 10.9 grams.
- Aquafina plastic water bottles are 100% recyclable – even the cap, label and multipack outer wrap.
- A water recovery system in the Aquafina filtration process at many bottling production locations saves over 280 million gallons of water each year.
- Through partnerships with Keep America Beautiful, the National Recycling Coalition and programs like EcoVolunteerism and Return the Warmth, Aquafina has helped collect hundreds of millions of containers for recycling.
- Lipton owns and manages its own tea gardens in Kenya and Tanzania, where it is committed to growing the highest quality tea while doing the least harm to the planet and its people. Lipton is committed to sourcing 100% of its tea from Rainforest Alliance certified farms by 2015.

Fun-for-You

- Mountain Dew is the top-selling 20oz brand in the Convenience and Gas channel.
- In 2011, Sierra Mist Cranberry Splash returns for its sixth year and is PepsiCo's longest-running beverage limited-time-offer.

Sports

- Pepsi first appeared in the Super Bowl in 1988. As of 2011, over 120 advertisements from Pepsi beverage products have been shown during the Super Bowl.
- Pepsi is the Official Soft Drink of the National Football League (NFL) and Major League Baseball (MLB).
- Aquafina is the Official Water of Major League Baseball (MLB).
- Since 2008, AMP Energy has been the co-primary sponsor of Dale Earnhardt Jr. and the #88 AMP Energy/National Guard Chevrolet race team.

- AMP Energy is the proud sponsor of Mixed Martial Arts fighters Urijah Faber, Joseph Benavidez and Chad Mendes.
- Mountain Dew is a founding partner of the action sports competition, The Dew Tour, and sponsors professional skateboarder Paul Rodriguez and professional snowboarder Danny Davis.

Pepsi Refresh Project

- In 2010, the Pepsi Refresh Project awarded more than \$20 million in grants to fund over 1,000 ideas that sparked change nationwide. More than 80 million votes were cast on the campaign's website, www.RefreshEverything.com, with more than 6.6 million voters registered on the site.
- Interaction with the campaign's website significantly increased brand attributes including favorability, intent and trust along with intent to purchase among millennials, a key cohort for Pepsi. Research shows that when millennials are exposed to the Pepsi Refresh Project, purchase intent goes up.
- Consumers are about twice as aware of the Pepsi Refresh Project compared to similar programs.
- With an average of 20,000 comments posted per month and over 183,000 ideas in the system, the Pepsi Refresh Project is interacting with the community on a larger scale to help move America's communities forward.
- The Pepsi Refresh Project was voted as one of the top five Best Ever Social Media Campaigns by Forbes.
- The Pepsi Refresh Project garnered 3.39 billion media impressions within 97 of the top 100 local media markets covering the campaign.