

EVERY TASTE IN ONE PLACE

WE'VE GOT SOMETHING FOR EVERYONE. OUR PORTFOLIO IS FULL OF FRESH BRANDS IN FAST-GROWING CATEGORIES SO YOU CAN OFFER THE BEST VARIETY TO A DIVERSE CUSTOMER BASE.

PEPSI IS THE ICONIC COLA IN ITS CATEGORY



					
ICONIC COLA	#1 FLAVORED CSD	#1 RTD TEA	#1 SPORTS DRINK	#1 LEMONADE	#1 FUNCTIONAL ENERGY
					
#1 SINGLE SERVE WATER	#1 MODERN SODA	#1 PREMIUM TEA	#1 RTD COFFEE	#1 PREMIUM JUICE	#1 ORANGE JUICE
					
#1 LEMON LIME GROWTH BRAND	#1 GLOBAL TEA BRAND	#1 ROOT BEER GROWTH DRIVER	#1 AMONGST AFRICAN AMERICAN & HISPANIC CONSUMERS	POPULAR SPARKLING WATER BRAND	FASTEST GROWING ENERGY BRAND

Source: Circana L52 w/e ending 9/28/25. Total US Retail (MULOC); #1 refers to total dollar sales

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WE'RE IN THIS TOGETHER

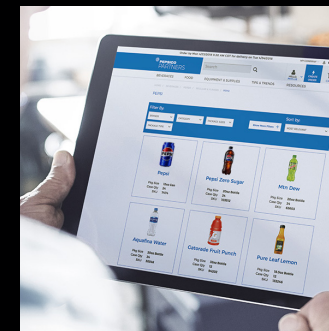
We're here to give you the support you need, when you need it. From online ordering and timely fulfillment to troubleshooting and technical support, you can count on your PepsiCo partner. We even run promotions each month through the PepsiCo Direct Program to give you tons of great deals and discounts.

Pay any way that works best for your business—through autopay, online, or even by credit card.



BY PHONE

Phone support for customer service, equipment troubleshooting and delivery coordination. Representatives available in English, Spanish and French.



ONLINE

Get 24/7 access to our premiere account management platform. PepsiCoPartners.com makes ordering fast and easy!



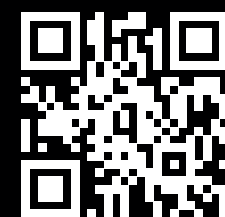
IN-PERSON

Our 3000+ service technicians are PepsiCo employed, trained, and certified and available 7 days a week for your convenience. Sales representatives are available for business recommendations and face to face support.

PARTNERSHIP IS ONE SCAN AWAY

Scan to explore possibilities for your business. Partnership means more with Pepsi.

Alternatively, contact a customer support representative directly at 1-855-PEPSI-4U



LOCAL EATS DESERVE PEPSI

The premier platform providing local operators with the resources, training and general management best practices to enable their success, while supporting their businesses daily through breakthrough traffic driving initiatives.



EXCLUSIVE TOOLS AND RESOURCES TO ENABLE SUCCESS. A \$50K VALUE AT NO COST TO YOU!

IN-STORE ENHANCEMENTS

- FREE photography session to create new collateral
- NEW POS with menu combo (printed & digital)
- Pepsi Tool Kits



DIGITAL TOOLS & SERVICES TO GROW YOUR BUSINESS

THROUGH LOCAL EATS, EVERY PEPSI LOCAL RESTAURANT HAS ACCESS TO OUR SUITE OF DIGITAL SOLUTIONS!

GET BIGGER ORDERS

- **Easy updates, proven results** – Our Menu tools help keep your menus fresh and drive +30% more online beverage sales.

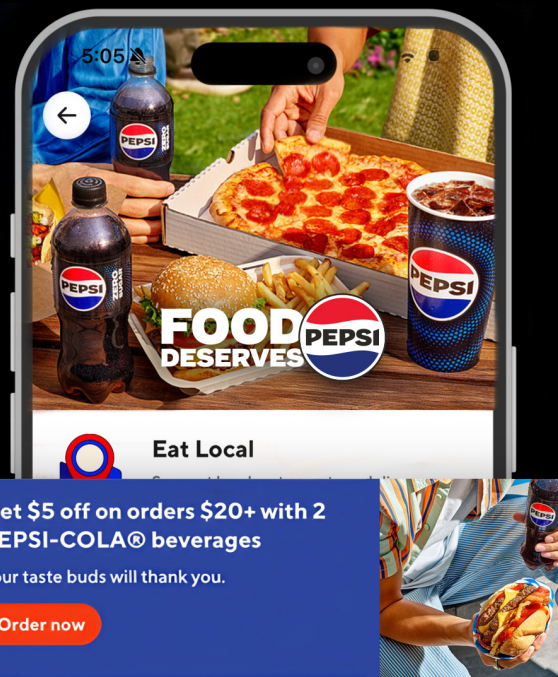
BRING IN MORE CUSTOMERS

- **Free promotions** – Get featured in PepsiCo's DoorDash and Uber Eats Media promotions, making you more visible to new customers.
- **Boost your online presence** – Get free Google media and SEO resources to help you attract more direct orders.

ENJOY EXCLUSIVE BENEFITS

- **Preferred partner benefits** – Enjoy discounted rates on top technology platforms, including DoorDash, ezCater, ChowNow & more.
- **Hands on support** – Get help from our digital experts whenever you need it.

Source: Internal PepsiCo data FY 2025



GO ALL IN ON ZERO SUGAR

As demand for no-sugar options continues to increase, having a diet and a regular option is no longer enough to satisfy everyone's tastes.

WE'VE GOT ALL THE ZERO YOU NEED TO MAKE EVERYONE SMILE.



NEW EQUIPMENT & HASSLE FREE INSTALL

We've got all kinds of equipment to help you make the most of any space. And our trained and certified PepsiCo technicians are just a call or click away, 7 days a week.



ENTICE

PULL ME IN
First-impression elements that grab attention, drive the crave and lure people in.

ENTER

WELCOME ME
The moment of welcome, including design pieces and staff engagement.

ENGAGE

TELL ME A STORY
The design approach to the ordering experience: always interactive & human-centric.

ENJOY

SURPRISE & DELIGHT
The moment of savoring the experience as both a dining and beverage destination.

ECHO

BRING ME BACK
The parting gift (a promise a challenge, a promo) that reminds consumers to return.

RESOURCES TO GROW YOUR BUSINESS

- FREE access to trainings on best practices such as SEO 101, Menu pricing and catering
- FREE access to Public Relations Experts and quarterly trainings on how to leverage PR

