

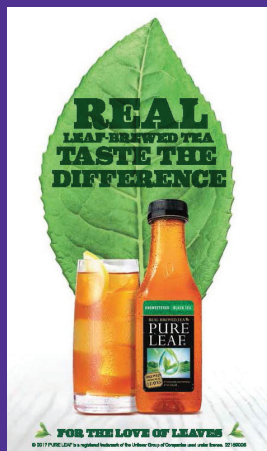


PEPSICO How We're Taking Action

In 2014, PepsiCo joined forces with The Coca-Cola Company and Dr Pepper Snapple Group in a landmark agreement to decrease beverage calories in the American diet. 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

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



16 oz value cans:
an alternative to
20 oz bottles



12 oz skinny cans: many new products
come only in this size



Less Sugar

These beverages
have less sugar
than the originals:

G2:
66% less than
Gatorade



**DEW
Game Fuel:**
40% less than
MTN Dew



**DEW
Kickstart:**
70% less than
MTN Dew



Trop 50:
50% less than
Tropicana



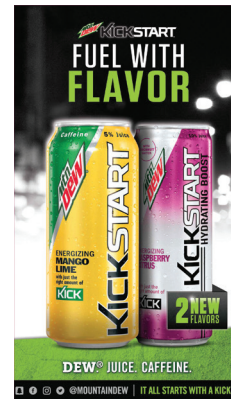
**Brisk and Lipton
iced teas and
juice drinks:**
20-45% less after
reformulation





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.



9,000 Stores:

Dollar General featured 8-ounce cans of Pepsi and Mtn Dew in a first-of-its-kind national promotion.





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



BalanceUS.org