

# PepsiCo

## Potential Technical Assistance offer for national SBN Members

**Headquarter:** United States of America.

**Number of employees:** approx. 267 000

employees as of 2018, serving

customers and consumers in over 200

countries and territories.

**Revenue:** approx. \$65 billion in 2018.

**Products:** beverages, snacks, oatmeal, cereal, biscuits, and dips.

Fortification

Fortification for emerging markets

Product Reformulation

Sugar reduction

Sodium reduction

Saturated and trans fat reduction

Food Safety

Certification, crop management and food manufacturing

Sourcing and distribution capacity

Affordability

Affordability of fortified products

# Areas of technical expertise for potential technical assistance transfer

## Fortification

**Fortification for emerging markets** - PepsiCo offers fortified products in emerging economies. Examples of fortified products may include:

- China: Quaker products are fortified with calcium, iron and/or high in fiber (Oats for Rice, Cereal Powder Drink, and Nourish Oats).
- India: PepsiCo has a joint venture with Tata (NourishCo) producing Tata Water Plus (copper and zinc) and Tata Gluco Plus (iron and glucose).
- Indonesia: Cereal Powder Drink is fortified with vitamins B and D and calcium.

PepsiCo provides nutrition education in these markets to raise awareness of the functional benefits of individual nutrients.

## Product Reformulation

**Sugar reduction** - By 2025, at least two-thirds of PepsiCo global beverage portfolio volume will have 100 calories or fewer from added sugars per 12 ounce serving.

**Sodium reduction** - By 2025, at least three-fourths of PepsiCo global foods portfolio will have sodium levels that do not exceed 1.3mg/cal.

**Saturated and trans fat reduction** - By 2025, at least three-fourths of PepsiCo food portfolio will have saturated fat levels that do not exceed 1.1g/100 calories.

As a member of IFBA, PepsiCo has committed to eliminate iTFA and is supporting pilot programs in Nigeria and Pakistan to help SMEs remove iTFA from the local food supply.

## Food Safety

**Certification, crop management and food manufacturing** - PepsiCo provides relevant expertise to help advance the ways in which farming is carried out around the world. PepsiCo provides education on field agronomy, fertilizers, irrigation, plant protection techniques and new technologies, supporting farmers to adapt best practice to fit the crop and local circumstances.

**Sourcing and distribution capacity** - PepsiCo has cold chain management expertise.

## Affordability

**Affordability of fortified products** - PepsiCo implements commercial activities to improve affordability of products that address micronutrient deficiencies.

In Mexico, PepsiCo has worked to deliver affordable nutrition by reducing the size of Quaker 3 Minutos, which provides 10% of the daily recommended value of calcium and 11% of the daily recommended value of vitamin A. Both of which are considered lacking nutrients in the local market.