

Perfect Pairings for Exceptional Food



PEPSICO



Cool Attitudes
CRAFT MIXERS





Brands That Elevate Food Experiences



PepsiCo Offers A Full Portfolio Built For Evolving Consumer Needs

Carbonated Beverages

PZS
Growing
4x vs CSD
Category

#1
Flavored
CSD in
C&G

New
Lemon-Li
me

FASTEST
Growing
Root Beer
Brand

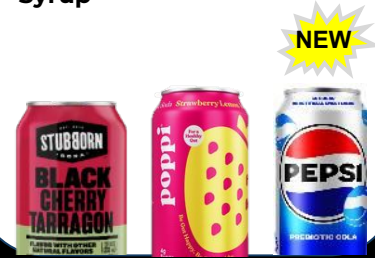


Functional & Craft Soda

No High
Fructose
Corn
Syrup

#1
Functional
Soda

Prebiotic
Cola



Tea

#1
Global
Tea Brand

#1
Premium
Tea

#1 Fountain
Iced Tea
Brand



Sports Drinks

#1
Sports Nutrition



Energy

BFY
Lifestyle
Energy

Core
Energy

Energy
from the
#1 Coffee
Brand



Juice & Lemonade

#1
Orange
Juice in
C&G

#1
Premium
Juice

No
Artificial
Sweeteners

Made With
Real Sugar



Ready To Drink Coffee

#1
Ready To Drink
Coffee



Protein

Growing
Protein Brand



Fresh Non-carbonated Drinks & Bar Mixers



Water

#1 Base
Water
Brand

Functional
Hydration

No Calorie
Sparkling
Water

Flavored
Water

Premium
Water



Pepsi Is Enjoying STEADY GROWTH!

\$6B+

Brand
In the US Alone¹

**FOOD
DESERVES**



90% of 2025 A&M
dedicated to Food
Deserves Pepsi
comms



Pepsi Zero
+24%

Growth vs PY

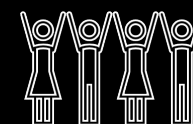
**PZS IS
PREFERRED²**

60%



**ZERO
SUGAR**

40%



Pepsi Consumer

- 50/50 Male/Female
 - Diverse
- Gen Z & Millennial Over-index

OFFICIAL SOFT DRINK OF THE
NATIONAL FOOTBALL LEAGUE



Sources:

¹Total US MULO+ \$ Sales L52W ending 2.16.2025, IRI / ²Pepsi Zero Sugar PQB Competitive Sensory Study, May 2024 /

Consumer: 2024 MRI-Simmons USA, TM Pepsi

And We Have Brands That Are On Trend Yet Uniquely Niche

The # 1 Modern Soda



#1
modern soda
driven by the
genzenial community

162
index
poppi over-indexes with
young consumers
(16-34 y/o)

NEW TO THE PEPSI PORTFOLIO
introducing
poppi

1 we're modernizing
soda for the next gen!
poppi enables the
freedom to love soda again
(indulge frequency guilt free)
with feel-good flavor,
making it "the smarter sip"

2 it's all about bold,
in-your-face flavor
Refreshing, juicy, bubbly, bold,
familiar, fruity flavors
and soda classics

with better-for-you bubbles

≤5g
sugar

35
calories
or less

3g
fiber from
prebiotics

**ingredients
you can love**
cassava root fiber,
organic cane sugar,
organic apple cider vinegar,
natural flavors,
and stevia leaf extract

Indulgent and Healthier Craft Soda

Stubborn Delivers For The Craft Soda Consumer



NO ARTIFICIAL
SWEETENERS

NO HIGH FRUCTOSE
CORN SYRUP

**MADE WITH
NATURAL FLAVORS***



THE CRAFT SODA CONSUMER

- MORE LIKELY TO....
- TREND TOWARDS HEALTHIER FAST FOOD
 - SELECT BRANDS THAT SUPPORT THEIR VALUES

**IT'S GOOD TO BE
STUBBORN**



* Except Stubborn Soda Draft Cola Zero Sugar, which contains Sucralose and Acesulfame Potassium



PREMIUM JUICES & CRAFT COCKTAILS



**DRIVE BAR
PROFITABILITY
& BOOST
OPERATIONAL
EFFICIENCY**

**Unlock Whitespace &
Savings for Growth**

The Bar Is A Profit Center

*Alcoholic Beverages are a significant **REVENUE STREAM***

ALCOHOLIC BEVERAGES = **+25%**
OF TOTAL SALES

Upscale/Bar-Forward Chains:



The Capital Grille, BWW, and Yard House reach up to 35%

*Cocktails are a **PROFIT DRIVER***

Cocktail pour cost =
12%-15%

Therefore, of every dollar earned,

85%-88%
drops to the bottom line

\$

\$

\$

*Cocktails **IMPACT CONSUMER BEHAVIOR***

70% of consumers say the availability of alcoholic drinks makes them more likely to choose one restaurant over another



Even With Zero Proof Cocktails

“Call them mocktails, spirit-free, or zero-proof cocktails — whatever the name, operators are offering more of them.”



NO AND LO ALCOHOL

- Most popular with Gen Z consumers
- Nearly all generations report trying to drink less:

Gen Z = 65%
(+4% vs PY)

Millennials = 57%
(+8% vs PY)

Gen X = 49%

93%

of customers ordered **BOTH** non-alc beverages and beverages with alcohol in 2024

Nonalcoholic sales have risen 67% since 2022.

- **Casual Dine and Fine Dining show the highest growth in mocktails**
 - Casual dine **+16.8%** vs PY
 - Fine dine **+55.6%** vs PY

Full Bar PORTFOLIO

CITRUS
SPRINGS
JUICES

Cool Attitudes
CRAFT
MIXERS

NATURAL FRUIT JUICES
& CLEAN INGREDIENT
MIXERS



PINEAPPLE



CRANBERRY



APPLE



ORANGE



MARGARITA



SWEET & SOUR



ALERT



GINGER BEER

Our Mixer Portfolio Drives Real Value

PREMIUM QUALITY

PREMIUM INGREDIENTS GIVE BETTER **SMELL + BALANCE + COLOR + TASTE**



FAIR TRADE
CANE SUGAR



NATURAL
FLAVOR



ORGANIC
AGAVE NECTAR



NATURAL
COLOR

Utilize **PREMIUM QUALITY INGREDIENTS** to craft cocktails that deliver an **ENHANCED GUEST EXPERIENCE**

SAVE SPACE & WASTE

ELIMINATE STORAGE SPACE NEEDED & HANDLING OF EMPTY BOTTLES & CANS

1 BIB =



57	33 oz bottles of Margarita
57	33 oz bottles of Sweet & Sour
288	8 oz cans of Alert Energy
226	6.8 oz bottles of Ginger Beer



INCREASE EFFECIENCY

SAVE MONEY BY REDUCING LABOR



GRAB ONE
AND DONE



LESS
PESKY
SEALS



STOP
SQUEEZING



LESS
INVENTORY
COUNTING



LESS
TRIPS TO
THE BACK



LESS
HUNTING
FOR
BOTTLES

\$200 AVERAGE
LABOR
SAVINGS
PER MONTH/BAR

* Labor estimate based on customer testimonials: Set up hours reduced: 30-45 min/day



The Savings Add Up

Labor ————— **\$168,000**

Set up hours reduced: 30-45 min/day
Est. \$200 savings per bar per month,
10 restaurants, 12 months, 7 years

Waste ————— **800 Gallons**

1oz of leftover product per drink 4
drinks per day
10 locations, 360 days, 7 years

Product Cost ————— **Up to 69%**

Based on Casino Hotel case study



DELIVER PREMIER PARTNERSHIP

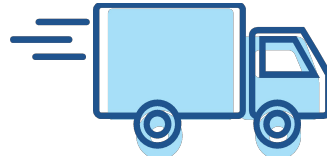
**Receive Best in Class
Service and Support**

And We Are Committed To Flawless Service



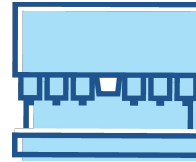
One Phone Number For Service

- ✓ Calls answered 24 hours a day



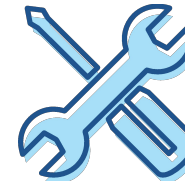
Prioritized Dispatch System

- ✓ Targeted 4 hour response time
- ✓ No trip fee or travel time



3,100+ Trained PepsiCo Technicians

- ✓ 100% PepsiCo employees, not outsourced to external providers
- ✓ Incremental Service Advantage program available to support equipment beyond beverage



Small Parts Fulfillment

- ✓ Resolve issues quickly without the need for a service call
- ✓ Simple components that can be installed by a manager without special tools



Certified Equipment Centers

- ✓ Managing the equipment life cycle to deliver high quality at reduced cost.

MANAGING ALL ASPECTS OF YOUR EQUIPMENT AND SERVICE PROGRAM



NEXT STEPS

**For more information
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