



<sup>1</sup> Our global results are based on our Top 23 convenient foods markets

<sup>2</sup> As of 2022, Top 26 beverage markets represented 78% of our global beverages volume and Top 23 convenient foods markets represented 86% of our global convenient foods volume. Results reflect the exclusion of Be & Cheery portfolio

<sup>3</sup> As of 2023, Top 26 beverage markets represented 78% of our global beverages volume and Top 23 convenient foods markets represented 86% of our global convenient foods volume. Results reflect the exclusion of Be & Cheery portfolio

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<sup>5</sup> Our global results are based on our Top 26 beverage markets

<sup>6</sup> Our global results are based on our Top 23 convenient foods markets. Refer to the Nutrition ESG Topics A-Z page for complete list of food categories

<sup>7</sup> Results reflect the exclusion of the Be & Cheery portfolio and the Dairy and Baby Food categories in Russia and Ukraine. As of 2023, the Top 23 convenient foods markets accounted for 84% of our total global convenient foods volume, adjusted for these exclusions

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<sup>9</sup> Based on published dietary guidelines for select countries, WHO Healthy Diet Fact Sheet and Eat Lancet Planetary Healthy Diet report

<sup>10</sup> Metric restated in 2024 to exclude 6.5 billion portions of corn previously reported as whole grain in 2023

# Brands with positive impact

With the scale and reach of our iconic brands – like Lay's®, Pepsi®, Doritos®, Gatorade®, Quaker® and SodaStream® – we aim to inspire choices that have a positive impact on the planet, our communities and our consumers.

Our positive brands strategy strives to build stronger connections with our consumers – inspiring millions of people through our brand experiences, creative campaigns, leveraging transformative technology to move quickly and meet heightened expectations and designing immersive experiences that aim to bring communities together.



## Approach

People are at the center of our approach – from the stories we elevate in our brand campaigns to the collaborations we pursue to help execute community impact initiatives.

Guiding our efforts is our positive marketing strategy, which focuses on three ambitions:

- Transform, champion and accelerate the growth of our Positive Choices portfolio.
- Design our portfolio and marketing activities to be more sustainable and inclusive from the start – minimizing our environmental impacts while better connecting our brands with the people we serve.
- Inspire consumers to choose sustainable brands and adopt sustainable behaviors.

Underlying our strategy is the intent to be transparent. To build and maintain trust with our consumers, our brand initiatives must be authentic to the markets in which they're activated and supported by measurable action. Part of being transparent also means adopting clear labeling on our foods and drinks – these are opportunities to enable consumers to learn how the ingredients in the foods and drinks they consume were grown, prepared and packaged as well as learn about our vision to create a world where packaging never becomes waste.

## Goals & progress

### GOAL

#### Brands with positive impact goal

Leverage our scaled brands to **embody and amplify positive outcomes for the planet and people**, including empowering consumers with transparent labeling on our key products

### PROGRESS

#### Our actions include:

Continuing to update the labeling for our beverage portfolio in the U.S. and Canada to **include a recycling call to action, "Refresh then Recycle™"**

Continuing to drive positive outcomes through our brands globally, with **initiatives activated locally** staying true to the challenges and opportunities in each of the markets

## Many of our consumer brands seek to make a positive impact.



**PEPSICO**

### Marias Gamesa®

Marias Gamesa® is helping Latina moms be seen and supported with the return of its Cafecito con Marias Gamesa® campaign in partnership with Super Mamás podcast to offer a virtual space for moms to connect, share and prioritize themselves. Inspired by insights showing that 70% of Latina moms often feel too overwhelmed to call their own mothers, the campaign's "Márcale a Mamá" ("Call Mom") message encourages reconnection. The effort also features the Marias Gamesa® Squad, a group of Latina creators sharing authentic stories of motherhood to inspire community and conversation.



### Pepsi®, Lay's®, Doritos® and Gatorade®

PepsiCo brands Pepsi®, Lay's®, Doritos® and Gatorade® continued to partner with UEFA to implement circular economy practices at the 2024 UEFA Champions League Finals events. We expanded our sustainability efforts with returnable cups and trays across fan zones and concessions in London. Pepsi® and Rockstar® Energy Drink brought sustainable practices into the fan experience via a digital gamified experience and other simple, fun and rewarding ways to reduce waste. By prioritizing ease-of-use solutions, we're turning sustainability into an engaging part of the celebration.



### Gatorade®

Launched globally in 2024, Gatorade®'s Fuel Tomorrow platform is designed to tackle the barriers that keep young people out of sports, aiming to help 2.5 million teens around the world access the life-changing power of sport by 2030. In 2024, Gatorade® expanded its Confidence Coaches campaign to spotlight how low confidence can lead some girls to drop out of sports. Gatorade® also brought together 25,000 teens globally participating in its 5v5 tournament and a chance to play the final matches at the UEFA Finals.



### Lay's® RePlay

In 2024, Lay's® RePlay unveiled its 11th community football pitch in Bilbao, Spain, just ahead of the UEFA Women's Champions League Final. Designed to support young talent through sport, the pitch launch marked the latest chapter in Lay's® RePlay program – an initiative that combines social impact and sustainability by transforming used chip bags into community football pitches. With over 1,500 participants reached monthly through 8,000 hours of programming, and another 2,300 benefiting through broader community access, Lay's® RePlay continues to expand its global footprint – now spanning South Africa to Mexico – helping young people build skills, confidence and connection through play.

# Positive Choices stories



Julio Rodríguez and Christian Pulisic join Candace Parker on Muscle Milk athlete roster, star in "Strength for it All" Campaign



Gatorade® launches Fuel Tomorrow, a new global platform that addresses equity in sport



In its continued partnership with UEFA, PepsiCo leads the charge towards a more sustainable 2024 UEFA Champions League Final



You'll Never Stay Defeated: Football legend Kaka surprises aspiring teens with confidence talk at 2024 Gatorade® 5v5 Finals 2024



Global superstar J Balvin and Cheetos® team up to support Latino community and search for next Deja tu Huella™ ambassador



Gatorade® ushers in a new age of football by expanding its roster with emerging NFL talent and first female flag football athlete



Follow a potato's journey from farm to shelf with a Lay's® fan

[Learn more at pepsico.com/our-stories](https://pepsico.com/our-stories) →

## Our 2024 ESG Performance Metrics

This download contains detailed performance data, tracking progress against our goals over the past three years.

[Download 2024 ESG Performance Metrics →](#)



Learn more about how we're making a difference

[Positive Value Chain →](#) [Philanthropy →](#)  
[ESG Topics A-Z →](#) [Downloads →](#)

Explore Positive Choices topics in more depth

PepsiCo's [ESG Topics A-Z](#) provides detail on strategy, data, policy, progress and more on a wide range of subjects.

- [Food and nutrition security](#)
- [Inclusion](#)
- [Nutrition](#)
- [Philanthropy](#)
- [Product labeling and claims](#)
- [Sustainable product design](#)



2024

# ESG Performance Metrics

