

Name _____

Pepsi: More than Just a Soda

Short Answer

1. What prompted the merger between Pepsi-Cola and Frito-Lay in 1965?
2. How did the "Cola Wars" marketing campaigns impact the rivalry between Pepsi and Coca-Cola?
3. Name two brands that were acquired by PepsiCo as part of its diversification strategy.
4. What is one of PepsiCo's commitments regarding sustainability?
5. Why is innovation and product development important for a company like PepsiCo?

