

Name \_\_\_\_\_

## Pepsi: More than Just a Soda

### Short Answer Key

1. (Answer should mention the merger of Pepsi-Cola and Frito-Lay.)
2. (Answers may include the competitive marketing campaigns and their effects on consumer preferences.)
3. (Answers may include Pizza Hut, Taco Bell, and Tropicana, among others.)
4. (Answers may include reducing its environmental footprint, conserving water, or promoting recycling.)
5. (Answers should mention adapting to changing consumer preferences and market trends.)

