

Name _____

Pepsi: More than Just a Soda

Open-Ended Response Answer Key

1. (Answers may discuss Caleb Bradham's creation of Pepsi-Cola and the subsequent merger with Frito-Lay to form PepsiCo.)
2. (Answers may discuss how both companies diversified their portfolios but in different ways.)
3. (Answers should discuss PepsiCo's sustainability initiatives and their impact on the company's image.)
4. (Answers may include challenges related to health-conscious consumers and opportunities in the growing snack market.)

