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Pepsi: More than Just a Soda

Pepsi, with its iconic blue and red logo, is a name that resonates worldwide. But there's more to PepsiCo than just soda. In this reading passage, we'll explore the business, history, and modern market of PepsiCo, a company known for its diverse portfolio of beverages and snacks.

The Birth of PepsiCo

PepsiCo was born in 1965 when the Pepsi-Cola Company merged with Frito-Lay, Inc., a snack food manufacturer. This merger marked the beginning of a company that would become a global powerhouse in the food and beverage industry.

The Pepsi-Cola Legacy

The story of Pepsi starts much earlier, in 1893, when a pharmacist named Caleb Bradham created "Brad's Drink," a mixture of sugar, water, caramel, lemon oil, nutmeg, and other natural additives. In 1898, he renamed it Pepsi-Cola, derived from the word "dyspepsia," a medical term for indigestion.

The Cola Wars

Throughout its history, Pepsi has been in competition with its main rival, Coca-Cola. The battle for cola supremacy, known as the "Cola Wars," led to various marketing campaigns, each company trying to outdo the other. One famous campaign featured the "Pepsi Challenge," where people blind-tasted both colas to determine their preference.

Diversification and Acquisitions

PepsiCo's growth strategy involved diversification. Over the years, the company expanded its portfolio by acquiring various brands. In 1977, PepsiCo acquired Pizza Hut, followed by Taco Bell and KFC. Later, it added brands like Tropicana and Quaker Oats, becoming more than just a beverage company.

Modern PepsiCo

Today, PepsiCo is a multinational corporation with a vast portfolio of beverages and snacks. Some of its well-known brands include:

- **Pepsi:** The classic cola beverage that started it all.



Name _____

- **Mountain Dew:** A citrus-flavored soda with a loyal fan base.
- **Gatorade:** A popular sports drink for athletes.
- **Lay's:** A leading brand of potato chips.
- **Doritos:** Known for its bold and spicy flavors.
- **Tropicana:** Famous for its orange juice products.
- **Quaker Oats:** Offering breakfast cereals and oatmeal.
- **Frito-Lay:** A division that produces a wide range of snacks, including Doritos, Lay's, and Cheetos.

Sustainability and Responsibility

PepsiCo is committed to sustainability and responsible practices. The company focuses on reducing its environmental footprint, conserving water, and promoting recycling. It also engages in initiatives to address global issues like hunger and access to clean water.

Market Presence

PepsiCo's products are sold in more than 200 countries and territories, making it one of the world's largest food and beverage companies. It operates in various markets, including North America, Europe, Latin America, and Asia, serving a diverse global consumer base.

Innovation and Product Development

PepsiCo continually invests in innovation to meet changing consumer preferences. It introduces new flavors, healthier options, and sustainable packaging. The company also embraces digital technology to engage with consumers and enhance its supply chain.

