PepsiCo is a world leader in food and beverage with more than $65 billion in net revenue in 2012 and a global portfolio of diverse and beloved brands. PepsiCo has a complementary food and beverage portfolio that includes 22 brands that, in 2012, each generated more than $1 billion in annual retail sales. PepsiCo’s products are sold in more than 200 countries and territories around the world.

Their main businesses – Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo is committed to Performance with Purpose: A commitment to invest in a healthier future for people and our planet which they believe also means a more successful future for PepsiCo.

Performance with Purpose is PepsiCo’s promise to provide a wide range of foods and beverages, from treats to healthy eats; to find innovative ways to conserve energy and water and reduce packaging volume; to provide a great workplace for a diverse workforce of more than 226,000 dedicated employees, most of who work on the front lines of their sales and manufacturing teams. In addition, PepsiCo is proud of its numerous manufacturing facilities in the region, a combination of company-owned food and beverage operations and beverage plants owned by PepsiCo’s franchise bottling partners. In both foods and beverages, PepsiCo brands are clear market leaders in nearly every country in the Middle East.

**MARKET**

PepsiCo in the Middle East and Africa Region led by Omar Farid, its President.

**HISTORY**

Pepsi-Cola was created in 1898 in New Bern, North Carolina by pharmacist Caleb Bradham, named “Bras’ Drink” by his customers and later renamed to “Pepsi-Cola.” In 1902, Bradham launched the Pepsi-Cola Company in the back room of his pharmacy and applied to the U.S. Patent Office for a trademark which was awarded on June 14, 1903.

The Pepsi-Cola Company was one of the first companies in the United States to switch from horse-drawn transport to motor vehicles. Pepsi had the first advertising jingle to be aired nationally in the United States. During World War II, Pepsi advertising was patriotic and uplifting: The company even adopted a new red, white and blue color scheme for its bottles.

During its first 65 years, Pepsi-Cola sold only one product – Pepsi. By 1975, Pepsi-Cola became the single largest-selling soft drink brand in American supermarkets. By 1985, more than 600 Pepsi-Cola plants were operating in 148 countries and territories throughout the world. In 1945, PepsiCo opened its first bottling plant in the Middle East, ushering in a new era for the company and its brands, which have become beloved household names across the Middle East and Africa.

To date PepsiCo now has a presence across the Middle East and Africa employing more than 16,000 dedicated employees, most of who work on the front lines of their sales and manufacturing teams. In addition, PepsiCo is proud of its numerous manufacturing facilities in the region, a combination of company-owned food and beverage operations and beverage plants owned by PepsiCo’s franchise bottling partners.

**PROMOTION**

Promotions at PepsiCo are not just about winning or losing. They are about coming together as a brand community. Pepsi’s marketing is all about creating meaningful experiences. Pepsi supports emerging, rising and established artists who connect and converse. Across the GCC, multiple partnerships with leading telecommunication operators were also finalized. Performance with Purpose is a cornerstone of the PepsiCo approach. Pepsi took part in the 2014 Art Beat in Dubai with The Pepsi Art House. Four talented regional artists - Nabulsii and Ibrahim Abuhelga, Mohammad Rifi, Adham Arafat, Mohammad Rifi, Adham Arafat, Mohammad Rifi, Adham Arafat and Ibrahim Abuhelga were present.

PepsiCo has a long history and close association with football which is well rooted in its Pepsi brand portfolio. In April 2013, Pepsi entered into a one-year strategic partnership with the Asian Football Development Project (AFDP) under the umbrella of the Asian Football Confederation. The deal is well rooted in its Pepsi Co approach. Pepsi is a cornerstone of the brand portfolio. In April 2013, Pepsi entered into a one-year strategic partnership with the Asian Football Development Project (AFDP) under the umbrella of the Asian Football Confederation.

PepsiCo is committed to delivering sustained growth through empowered people acting responsibly and building trust.

**VALUES**

PepsiCo’s commitment is a cornerstone of the PepsiCo approach. Pepsi is committed to delivering sustained growth through empowered people acting responsibly and building trust.