The Journey WITH PEPSI

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History of Pepsi

- 1898- Pepsi is created (originally called Brad’s drink)
- 1902- Pepsi-Cola company receives patent to start company
- 1905- first bottling franchise
- 1907- 40 bottling franchises and 100,000 gallons of syrup
- 1923- Pepsi went bankrupt
- 1931- revived
- 1965- Pepsico company formed
Research & Development

- The drink is tested for texture, aroma, taste, form, value, and nutrition
- Created to be iconic
- Developed as a refreshing and energizing
- Developed with less sugar
- Recipe stays the same to maintain iconic status
- The process is very secretive.
Pepsi has always had a strong marketing department so that it can differentiate itself from similar products such as coke. These efforts have led to a near constant rebranding every five to ten years. Notably through either the use of celebrity endorsements or catchy ads, Pepsi has been able to stay the 2nd largest brand of
Manufacturing & Packaging

- 90% carbonated water
- 10% sugar (artificial sweetener)
- Small amounts of flavor
- Exact ingredients secret

- Coagulation tank
- Filter tank
- Sand, Fine gravel, Coarse gravel
- Chlorinator
Sales Distribution and Transportation

Three Channel Distribution

Direct Store Distribution
- Restocked often
- Sensitive to marketing

Customer Warehouse
- Less expensive
- Not stocked often

Third Party Distribution
- Restaurants
- Businesses
- Schools
- Stadiums
Manufacturing and Sales Flowchart
Consumer Use

- About 81.85 Million Pepsi Drinks were consumed in 2014.
- American Drinkers Account for 38% of Pepsico’s profits worldwide.
- They made 66.68 Billion Dollars in 2014.

<table>
<thead>
<tr>
<th>Market Share</th>
<th>Values</th>
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<tbody>
<tr>
<td>Pepsi-Cola market share in the U.S.</td>
<td>8.8%</td>
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<tr>
<td>Diet-Pepsi market share in the U.S.</td>
<td>4.3%</td>
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<tr>
<td>Mountain Dew market share in the U.S.</td>
<td>6.9%</td>
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Pepsi remains the 2nd biggest soft drink in the US as of March 2015.
Final Disposal

Pepsi is a surprisingly environmentally friendly company. Since 2008, PepsiCo has grown by more than 15%,
- Reduced overall carbon footprint by 3.7%,
- Reduced total energy use by 7.3%,
- Reduced water use by 14.6%,
- Cut landfill waste by 88%.

Pepsi Claims that since 2008 they have:
- 2,202,430 kWh of electricity saved.
- 6,219 barrels of oil saved.
- 6,534,774 BTU of energy saved.
- 12,140 cubic yards of landfill space saved.


