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Beverages and snack maker
PepsiCo uncorks global goal to
cut sugar, salt and calories **p3**

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Part of beverage major's 'Performance with Purpose' initiative

OUR BUREAU

New Delhi, October 17

Beverages and snack maker PepsiCo has set global targets to reduce the amount of added sugars, saturated fat and salt content in its products as part of its "Performance with Purpose" agenda.

These commitments will shape the company's strategies across markets including India.

The programme that has

set specific global goals for 2025 will include measures such as reformulating carbonated soft drinks, investing in new low and no-calorie beverages, using oils with lower saturated fats and exploring salt reduction methods and technologies for its products.

The company said that at least "two-thirds of PepsiCo's global beverage portfolio volume will have 100 calories or fewer from added sugars per 12-oz serving by 2025." It has also set specific goals for cutting down on salt and saturated fat content.

These new global sustainability agenda is part of the



PepsiCo's long-term commitment to the Performance with Purpose vision, which was launched in 2006.

In India, the company recently launched a lower sugar version of 7UP in Gujarat, with a new formulation which is sweetened using stevia and has 30 per cent reduced sugar level. It has also launched in-

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novations like 7UP Revive which is lower in sugar and is fortified with vitamins and electrolytes. The company also has increased the use of grains, real fruits and vegetables in Quaker with variants such as Kesar flavour with Kishmish, Lemony veg-

gie Mix and Oats Plus. D Shivakumar, Chairman & CEO, PepsiCo India, said: "Our Performance with Purpose (PwP) initiative has made tremendous progress in building trust with our consumers over the past decade. Our PwP 2025 goals will be pivotal in reiterating PepsiCo's role as a responsible, local citizen in India. For the next 10 years, we will focus on Products, Planet, And People and we are privileged to be part of this journey and lead the way in India."

He said that India has made significant contribution to this vision over the last decade. PepsiCo India was the

first business in the PepsiCo global system to achieve "Positive water Balance."

"PepsiCo India continues to be water positive for the sixth consecutive year and gave back more than 12.75 billion litres in 2015," the company said.

The global goals for 2025, include targets for improvement in water efficiency of the company's direct agricultural supply chain in high water risk areas.

Other goals include reduction in greenhouse gas emissions, besides providing access to nutritious foods and beverages to under-served communities and consumers.