

[IN BRIEF]

PEPSICO'S NEW MOUNTAIN DEW

Leading food and beverage manufacturer PepsiCo launched its popular soft drink Mountain Dew in a new packaging. "The Lucknow launch of the new packaging is first time globally," PepsiCo executive Vice president (favours) Alpana Titus said in Lucknow. The new package is globally patented and has been designed keeping in mind people's feedback, she added.

BS REPORTER