



# FAIRYGODBOSS CHEAT SHEET

FROM YOUR FRIENDS AT



**FAIRYGODBOSS**



# Company Details

PEPSICO

**263,000 employees**

Headquarters:

**Harrison, New York**

CEO:

**Ramon Laguarta**

(2018-present)



## Most Interesting Tidbit

PepsiCo is walking the walk when it comes to sustainability and corporate philanthropy. The PepsiCo Foundation leads initiatives across the globe directed at issues like food insecurity, climate change and water conservation.

Additionally, PepsiCo recently announced its transition to 100% renewable electricity for its U.S. direct operations.



## Our Favorite Review



Anonymous shared this review of [PepsiCo](#) on Jun 5th, 2018

*"I have worked for PepsiCo close to 10 years and have experienced many changes, but one things remains the same... strong females from entry level to executive. We are a performance based company that highly encourages the female voice to be heard and supplies endless resources to ensure we're set up for success. PepsiCo truly stands by their work life balance policies. We have the ability to flex our hours and location to balance home life and work life. It's a special culture that is very hard to come by! "*

**Overall Job Satisfaction:**

**5.0**

**Are women & men treated equally?**

**"Yes"**

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## This Really Impressed Us

The PepsiCo umbrella includes a total of **22 brands** that each generate **\$1 billion or more** a year in sales.

The company long ago recognized the need to diversify its snack and beverage portfolio beyond carbonated drinks and today has six billion-dollar still beverage brands, in addition to maintaining its dominance of the chip market, with seven of these billion-dollar brands.



## What's New At PepsiCo

In February 2020, PepsiCo reported organic revenue growth of 4.3% for its fiscal fourth-quarter, topping estimates, and an expected 4% organic revenue growth as its profit outlook for 2020.

PepsiCo and Starbucks announced in February 2020 that they're expanding upon their already successful partnership and developing a new ready-to-drink product for grocers: the Starbucks Nitro Cold Brew, which has only been available to date in Starbucks stores.

As an additional venture into coffee-connected products, PepsiCo is launching Pepsi Café in April 2020, a new hybrid drink that blends cola with coffee. The product's release is set to follow Coca-Cola's expanded launch of Coca-Cola Plus Coffee.



## 2 Ways to Say “Why I’m Excited to Work at PepsiCo”

***“PepsiCo has a track record of impressive partnerships”*** – Inarguably, one of the tools that’s helped PepsiCo to stay competitive is its number of strategic partnerships. PepsiCo has been the official food and beverage partner of the NBA since 2015, for instance, and in late 2019 they announced a new partnership with JetBlue.

***“PepsiCo stays ahead of the technical curve”*** – PepsiCo was an early adopter of the belief that artificial intelligence and machine learning are business necessities. The company relies on a variety of innovative technologies, including an in-house augmented intelligence platform, Ada.



## 2 Things Your Interviewer Wants to Hear

Here are two phrases and examples of how you can use them in your interview.

PHRASE:

***“The PepsiCo brand experience.”***

EXAMPLE: “Here are a few things I think are unique about the PepsiCo brand experience for consumers, and here’s a growth opportunity I would love to assist the company with.”

PHRASE:

***“Faster, Stronger, Better.”***

EXAMPLE: “Here’s how I would incorporate the company’s aspirations – to be Faster, Stronger, Better – in my day-to-day role.”





## Things to Know About the Industry

**“Snackification” is of growing importance.**

The term is gaining traction within the food and beverage industry, fueled by a health-driven drop in demand for sugary and carbonated beverages.

In their place, **drinkable food products that combine high nutritional value and convenience** are on the rise.



## Extra Credit

*Your Pre-Interview Reading Assignment*

LEAN INTO DISCOMFORT

How Getting Comfortable With Being  
Uncomfortable Helped Advance My Career  
to Global Director



Photo Courtesy of PepsiCo.

[Read the story](#)



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You've got this!

*Best of luck with your next steps at PepsiCo!*