

BEVERAGE DIGEST

The Pepsi System



*Detailed Territory Information,
Ownerships and Contacts*

Current as of September, 2009

FIFTH EDITION

By the editorial staff of Beverage Digest

INTRODUCTION

This book, now in its Fifth Edition, is an integrated, detailed look at the Pepsi bottling system in the United States. Expanding on our annual territory map, Beverage Digest has gathered together for the U.S. Pepsi bottlers: headquarters locations, contact information and key executives; production locations and contact information.

Furthermore, we have produced multi-function color maps which show: 1) the Top-10 bottlers (based on U.S. bottle/can volume) and their territories. 2) Pepsi Bottling Group (PBG), PepsiAmericas (PAS) and Pepsi Bottling Ventures (PBV), showing where they have Pepsi brands and where they have Pepsi brands and Dr Pepper. 3) PBG, PAS and PBV and where they compete with the top-two Coke bottlers (Coca-Cola Enterprises and Coke Consolidated).

The Pepsi system is about to undergo a major change. As this book goes to press, PepsiCo is in the process of acquiring PBG and PAS and plans to integrate them into PepsiCo. This book includes what is likely a last look at PBG and PAS as separate entities. They were not combined in this book, as the deal was still undergoing regulatory review at publication time. PepsiCo has said it expects the deal to close in late 2009 or in early 2010.

In addition, included with this book is a CD-ROM that includes the databases of bottlers' headquarters and plant locations, allowing users to automatically integrate this information into their contacts and/or address and phone lists.

If you have any questions about the content of this book, please contact John Sicher, editor and publisher of Beverage Digest.

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