

New DRINKFINITY® Encourages People to “Peel, Pop and Shake” to Create Personalized Beverages for Every Lifestyle at Any Time of Day

Dry and liquid ingredients combine in a reusable Vessel to create beverage blends in a variety of flavors

Ingredient Pods use approximately 65% less plastic than a 20 oz. ready-to-drink beverage bottle

Every U.S. purchase supports Water.org to help provide safe water in the developing world

Miami, Fla., February 15, 2018 – Drinkfinity® announced the launch of a new personalized beverage designed to fit the individual lifestyles of today’s busy go-getters. With Drinkfinity, people can “Peel, Pop and Shake” to combine the dry and liquid ingredients contained in portable Pods with water in a specially designed, reusable, BPA-free Vessel, and create beverage blends in a variety of flavors.

“Drinkfinity is a delicious new beverage option that allows today’s busy consumer the unique opportunity to personalize a drink based on their individual preferences and unique lifestyle needs,” said Hernan Marina, Vice President, Global Business Innovation, Drinkfinity. “Better yet, Drinkfinity was made to do more than just hydrate – it was created with a simple vision to make a beverage that connects the dots between wellness and versatility, while trying to balance the needs of both people and the planet.”

Drinkfinity is a PepsiCo venture that was piloted in Brazil in 2014. Led by an entrepreneurially minded team and through an innovative process of consumer co-creation, the product was developed to meet the unique needs of consumers in various markets.

“We are extremely proud to launch Drinkfinity in the United States,” said Luis Montoya, President, PepsiCo Latin America Beverages and Drinkfinity. “Developing a brand ‘intrapreneurially’ within PepsiCo has been an incredible experience and one that we believe will create insights for the broader organization.”

Each portable Drinkfinity Pod falls within one of four ‘modes,’ including:

- **Charge:** Get charged up with green coffee extract. You might use these Pods in the morning to jump start your day—one Pod contains about as much caffeine as a cup of coffee.
- **Flow:** Power your day with vitamins C & E
- **Renew:** Throw these in your gym bag to bounce back with electrolytes
- **Chill:** Relax and retreat with botanicals

Within each ‘mode’ there are multiple flavor profiles, such as Açai, Pomegranate Ginger, Elderflower and Coconut Water Watermelon, which are made up of dry and liquid ingredients like chia seeds, acai fruit, ginger root extract and concentrated fruit juices. The dry and liquid ingredients within each Pod are sealed separately in dual chambers until the beverage is mixed with cold water in the Drinkfinity signature BPA-free, dishwasher-safe Vessel to create a 20-ounce beverage that can be easily enjoyed on-the-go and throughout the day.

Each Pod is free of artificial sweeteners and artificial flavors, and contains between 30 and 80 calories per 20-ounce beverage. Drinkfinity offers 12 unique blends, a complete list of which can be found on www.drinkfinity.com.

The Drinkfinity Pods are available in packs of four and retail between \$5.00 and \$6.50, and the Drinkfinity Vessel retails for \$20.00. Drinkfinity can be purchased exclusively at www.drinkfinity.com.

For each purchase in the U.S. in 2018, Drinkfinity will donate \$1 to Water.org to help provide one year of safe water for one person in the developing world, up to \$100,000.

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About Drinkfinity

Drinkfinity began with a vision. A vision to create the ultimate customizable beverage for the future. A vision to balance the needs of people and our planet. A vision to rethink the way people drink. Created and developed in Miami, Fla., Drinkfinity was first launched in Brazil in 2014. Drinkfinity is a personalized beverage that allows people to “Peel, Pop and Shake” to combine the dry and liquid ingredients contained in portable Pods with water in a reusable, BPA-free Vessel, and create blends in a variety of flavors. A PepsiCo venture, Drinkfinity embraces the way people live by providing unique blends to answer their multifaceted lifestyle needs throughout the day. Drinkfinity is currently available for purchase in the United States and Brazil exclusively at www.drinkfinity.com. For more information on Drinkfinity, visit www.drinkfinity.com. Follow Drinkfinity on [Facebook](#) and [@drinkfinity](#).

About PepsiCo

PepsiCo (NASDAQ: PEP) products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately \$63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enable PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit www.pepsico.com.

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