



Frito-Lay North America is the convenient foods business unit of PepsiCo, making some of the most popular and high-quality snacks available in the marketplace today.

## History

1932



C.E. Doolin bought the recipe for **Fritos** corn chips. He began making them in his mother's kitchen and selling them from his Model T Ford.

1932



Herman W. Lay began selling potato chips in Nashville, purchased the manufacturer and formed the **H.W. Lay & Company**.

1961



H.W. Lay & Company merged with the **Frito Company**, becoming **Frito-Lay, Inc.**

1965



Frito-Lay, Inc. merged with **Pepsi-Cola** to form **PepsiCo**.

Today



Frito-Lay has more than **66,000** employees across North America.

## Revenue

**\$18+**  
billion (2020)

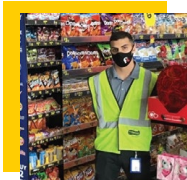
## Facilities

**30+** manufacturing facilities across the U.S. and Canada  
**200+** distribution centers

## Billion Dollar Brands



## Go-To-Market



Frito-Lay is known for its **"Direct Store Delivery" system** – the largest in North America. We deliver our chips directly to stores to ensure freshness and merchandise them ourselves.

Frito-Lay has nearly **15,000 routes** that make over **500,000 weekly service calls** on approximately **315,000 customers**.

## Community Relations

**32.3 million bags of snacks** (~\$23.8 M value) donated to address food insecurity and provide COVID-19 relief in the U.S.

In partnership with **Feed The Children**, Frito-Lay provided **269,000 meals** to students in need in 8 key markets during the '20-'21 school year

Frito-Lay is addressing poverty and helped **6,750 clients** find jobs with livable wages in 2020 through **Southern Dallas Thrives**



## Leadership

**Steven Williams**  
CEO,  
PepsiCo Foods North America

**Mike Del Pozzo**  
SVP, chief commercial officer,  
Frito-Lay North America

**Steve Llewellyn**  
SVP and general manager, field sales,  
Frito-Lay North America

**Leanne Oliver**  
SVP, general counsel,  
Frito-Lay North America

**Jamie Caulfield**  
SVP, chief financial officer,  
PepsiCo Foods North America

**Rachel Ferdinando**  
SVP, chief marketing officer,  
Frito-Lay North America

**Laura Maxwell**  
SVP, supply chain,  
PepsiCo Foods North America

**Parth Raval**  
SVP, chief growth officer,  
PepsiCo Foods North America

**Joan Cetera**  
VP, communications,  
PepsiCo Foods North America

**Denise Lefebvre**  
SVP, foods R&D and global snacks R&D,  
Frito-Lay North America

**Patrick McLaughlin**  
SVP and chief human resources officer,  
PepsiCo Foods North America

**Shyam Venkat**  
SVP, chief information officer,  
PepsiCo Foods North America



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