



Frito-Lay North America Fact Sheet

OVERVIEW

Frito-Lay North America is the convenient foods business unit of PepsiCo (NASDAQ: PEP), which is headquartered in Purchase, N.Y. Frito-Lay makes some of the most popular and high-quality snacks available in the marketplace today. These include Lay's and Ruffles potato chips, Doritos tortilla chips, Cheetos snacks, Tostitos tortilla chips and branded dips, SunChips multigrain snacks and Fritos corn chips.

HISTORY

In 1932, C.E. Doolin entered a small San Antonio cafe and purchased a bag of corn chips. Mr. Doolin learned the corn chips manufacturer was eager to sell his small business, so Mr. Doolin purchased the recipe, began making Fritos corn chips in his mother's kitchen and sold them from his Model T Ford.

That same year, Herman W. Lay began his own potato chip business in Nashville by delivering snack foods. Not long after, Mr. Lay purchased the manufacturer, and formed the H.W. Lay & Company. The company became one of the largest snack food companies in the Southeast. In 1961, it merged with the Frito Company, becoming Frito-Lay, Inc.

In 1965, Frito-Lay, Inc. merged with Pepsi-Cola to form PepsiCo.

HEADQUARTERS

7701 Legacy Drive
Plano, TX 75024

LEADERSHIP

- Steven Williams, chief executive officer, PepsiCo Foods North America
- Jamie Caulfield, SVP, chief financial officer, Frito-Lay North America
- Joan Cetera, VP, communications, PepsiCo Foods North America
- John Dean, SVP, sales, west division, Frito-Lay North America
- Mike Del Pozzo, SVP, chief commercial officer, Frito-Lay North America
- Rachel Ferdinando, SVP, chief marketing officer, Frito-Lay North America
- Denise Lefebvre, SVP, global snacks R&D, PepsiCo
- Michael Lindsey, SVP, chief transformation and strategy officer, Frito-Lay North America
- Steve Llewellyn, SVP, sales, east division, Frito-Lay North America
- Patrick McLaughlin, SVP, human resources, chief human resources officer, PepsiCo Foods North America
- John Meadows, SVP, chief information officer, Frito-Lay North America
- Leanne Oliver, SVP, general counsel, Frito-Lay North America
- Gregg Roden, SVP, supply chain, PepsiCo Foods North America
- Dianne Sutter, SVP, global procurement and market supply officer, Frito-Lay North America

REVENUE

\$16+ billion (2018)

EMPLOYEES

Approximately 60,000 Frito-Lay associates throughout North America

FACILITIES

Frito-Lay operates 30+ manufacturing facilities across the U.S. and Canada, and more than 200 distribution centers.

KEY BRANDS



CUSTOMERS SERVED

Frito-Lay is known for its “Direct Store Delivery” system – the largest DSD system in North America. We deliver our chips directly to stores to ensure freshness and merchandize them ourselves, which gives us a tremendous competitive advantage in the marketplace. Our go-to-market system also includes warehouse distribution, giving us additional flexibility that helps drive our strong partnerships with our customers.

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

OUR FLEET

Frito-Lay has one of the largest private fleets in North America. In the U.S. specifically, Frito-Lay’s fleet is made up of approximately 23,000 vehicles, everything from cargo vans up to Class 8 tractor-trailers. This includes several different fuel-efficient models, including the largest commercial fleet of EV trucks in the United States, more than 650 compressed natural gas freight trucks (about 44 percent of the company’s long-haul inventory) and advanced diesel technology from some of the leading manufacturers around the world.

MORE INFORMATION

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Updated February 2020