



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)

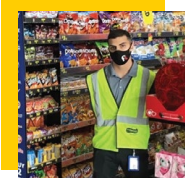
Facilities

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

Billion Dollar Brands



Customers Served



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**.

Citizenship

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

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

Joan Cetera
VP, communications,
PepsiCo Foods North America

Denise Lefebvre
SVP, foods R&D and global snacks R&D,
PepsiCo

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



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