



**PEPSICO
LABS**

Think Big. Build Bigger

Global Away from Home

Global Away from Home – 2025

Drive Profitable Growth

Through advantaged service and GTM

Intelligent Prospecting

Solutions to automate & streamline end-to-end prospecting process (e.g., AI agents)

Restaurant Value Added Services

Solutions to enable PepsiCo to directly deliver of value-added services (e.g., SRP support)

Churn Reduction

Leverage tools to better predict at risk operators (controllable and uncontrollable churn)

Brand Building

Win with Strategic Customers

Expansion into New F&B Occasions

Solutions to support PepsiCo's expansion into new F&B occasions to drive incremental revenue & brand distinction through unique product experiences

AFH A&M ROI Measurement

Measure ROI of A&M investments and marketing activities to better prioritize & right size investments

Scale New Models

Identify new revenue streams to drive incremental growth

Key Enablers:

Data & Measurement

Data Whitespaces & Applications

Address data gaps through advanced and innovative collection methods & enable easier translation of data into business applications and insights (priority data include 1) customer sales / POS data & competitive (KO) intel)

Intelligent Prospecting

Objective

PepsiCo seeks to implement tech-driven solutions to streamline and enhance the lead generation process for foodservice accounts, with a focus on local restaurants—our most profitable channel. These solutions should drive greater efficiency of end-to-end process for our field sales team, improve lead prioritization to boost conversion rates, and enable personalized outreach for stronger engagement. By leveraging AI and automation, PepsiCo aims to optimize prospecting efforts, reduce manual workload, and accelerate growth in the foodservice sector

Key Problem Statement

We have an opportunity to explore innovative approaches to further prioritize and action leads for higher conversions while also streamlining the end-to-end prospecting process to drive greater efficiency.

Enhancing Lead Prioritization – Some challenges of existing:

- Outdated & static data – Existing models lack real-time external data
- Limited transparency Sales teams don't have clear visibility into why leads are prioritized
- Slow adaptability – Updating models for new data sources requires manual intervention

Inefficiencies in the Prospecting Process

- Manual & time-consuming workflows – Lead identification, outreach, and follow-ups require excessive manual effort. Lack of personalization – Generic outreach reduces engagement and lowers conversion rates

Solution Requirements

We are looking for solutions that:

- Introduce innovative approaches to lead prioritization – e.g., Leverage real-time data and predictive analytics to rank leads more effectively and accurately, ensuring sales teams focus on the highest-value opportunities.
- Enable tailored outreach strategies – e.g., Adapt prospecting efforts based on lead type, using AI-driven insights to personalize messaging and engagement for greater conversion rates.
- Automate workflow processes – Streamline prospecting tasks through AI-powered automation (e.g., AI agents) to reduce manual workload and enhance sales team efficiency

PepsiCo Confidential

Capability Requirements

Functional

- **Cross-Channel & Customer Scalability:** transferability across multiple AFH channels and customer types
- **Accurate customer matching (if applicable)**
- **Adaptability** to new data sources (if applicable)
- Ability to **measure effectiveness**

Non-Functional

- **Reliability & Support:** Ensure high system uptime, robust technical support, and proactive troubleshooting.
- **System Integration** – Ensure seamless compatibility with relevant PepsiCo systems (e.g., CRM, sales platforms, etc.)

Churn Reduction

Objective

PepsiCo is looking for innovative AI-powered tools and technologies to **enhance customer retention in priority channels**, such as local restaurants. The goal is to identify and implement solutions that enable more effective and proactive detection of at-risk foodservice accounts as well as solutions that allow for more strategic effective intervention to reduce churn.

Key Problem Statement

We have an opportunity to explore innovative approaches to better predict at-risk accounts and proactively address potential churn to improve retention in priority foodservice channels.

Enhancing Churn Prediction – Note: PepsiCo is using ML approach to develop model today; opportunity to explore innovative approaches that might be more accurate & effective

- Limited early warning detection – Existing models primarily track lagging indicators (e.g., order loss) rather than leading behavioral trends that signal disengagement.
- Lack of dynamic insights – Static reports make it difficult to adapt quickly to evolving customer needs, missing opportunities for real-time engagement.
- Inefficient intervention strategies – Broad retention efforts often fail to address specific customer pain points, limiting their effectiveness in re-engaging accounts.

Inefficiencies in the Retention Process

- Manual & time-consuming workflows – Identifying at-risk accounts, outreach, and follow-up efforts require excessive manual effort, reducing efficiency.
- Lack of personalization – Generic retention approaches fail to effectively engage customers, leading to

Solution Requirements

We are looking for solutions that enable:

- **Early Risk Detection:** Use predictive analytics to detect early warning signs of churn based on purchase behavior, engagement trends, and external factors.
- **Personalized Retention Strategies:** Implement actionable insights to tailor interventions for different customer segments and prevent attrition.
- **Automated Intervention & Tracking:** Enable proactive outreach and workflow automation to drive efficiency and continuously monitor retention effectiveness.

Capability Requirements

Functional

- **Cross-Channel & Customer Scalability:** transferability across multiple AFH channels and customer types
- **Accurate customer matching (if applicable)**
- **Adaptability** to new data sources (if applicable)
- Ability to **measure effectiveness**

Non-Functional

- **Reliability & Support:** Ensure high system uptime, robust technical support, and proactive troubleshooting.
- **System Integration** – Ensure seamless compatibility with relevant PepsiCo systems (e.g., CRM, sales platforms, etc.)

Restaurant Value Added Services

Objective

PepsiCo seeks to scout for cutting-edge digital solutions for the restaurant channel, with a focus on mid-size customers (50–150 outlets). These solutions should address the evolving needs of both consumers and operators, solving key challenges while creating a competitive advantage and driving PepsiCo’s share and incidence. The goal is to leverage these solutions to enable proprietary, PepsiCo-specific capabilities, allowing us to **directly deliver value-added services to restaurant operators**

Key Problem Statement

- The restaurant industry is facing increasing complexity due to: 1) The **need to meet shifting consumer demands and trends** (e.g., personalized experiences, convenience, and sustainability) and 2) The **proliferation of third-party digital providers**, which adds operational challenges and decision-making complexity for restaurant operators.
- To stay competitive, PepsiCo must offer solutions to operators navigate these challenges while driving PepsiCo’s growth. However, to remain indispensable, we must move beyond recommending third party solutions and deliver PepsiCo-powered services that **further enhance our value prop to customers**.

Solution Requirements

We are seeking digital solutions that enable PepsiCo-branded services, creating long-term value for operators while strengthening PepsiCo’s role as a strategic partner; these solutions must:

- **Deliver against core Operator Objectives:** The solution must deliver on at least one of the following key operator goals: Drive traffic, Increase check size, Build loyalty, Reduce costs.
- Focus on needs of mid-size customers (~50 – 150 outlets) – i.e., customers with most significant interest in value added services (local restaurants do not have resources to deploy meaningfully, larger customers have access to their own resources or require bespoke / customized solutions)
- **Measurable Results:** Provide clear, quantifiable outcomes for both operators and PepsiCo, demonstrating the value delivered; if not directly driving PEP topline, services must offer compelling value proposition that strengthens our position as preferred partner
- **Drive PepsiCo’s share and sales growth** by:
 1. Directly by increasing incidence and enabling joint sales opportunities
 2. **And / Or** Indirectly by reduce churn & increase new business wins through enhanced value proposition

Sample Priority Areas / Solutions

Sample Priority Areas:

- **SRP Tools & Dynamic Pricing Optimization** – including dynamic pricing models, unit level vs. bundle-level, etc.
- **Amplifying Customer Presence:** tools to capitalize on power and scale of PepsiCo to amplify the presence of partner restaurants at scale
- **Traffic Conversion** - Tools to support converting traffic from third party online ordering to first party ordering where more margin accretive
- **Consumer retention tools** – support consumers in re-engaging lapsed customers

Expand into new F&B Occasions

Objective

PepsiCo is actively exploring innovative tech solutions to support our expansion into new food and beverage (F&B) occasions, with the goal of driving incremental revenue and enhancing brand distinction through more meaningful consumer connections.

Key Problem Statement

Expansion into new F&B Occasions can take on various forms:

- Menu Innovation & Product Development – Partnering with foodservice operators (restaurants, QSRs, retailers) to develop new dishes and beverages featuring PepsiCo products: 1) Culinary Activations – Utilizing PepsiCo products as ingredients, coatings, and recipe components, beyond just flavoring (e.g., Flamin’ Hot Cheetos seasoning, Doritos-loaded nachos, Pepsi-glazed meats) and 2) Mixology Experiences – Incorporating PepsiCo beverages and enhancers into crafted drinks, including mocktails, energy boosters, and functional mix-ins
- Brand Collaborations & Partnerships – Integrating PepsiCo brands into high-visibility food experiences, such as limited-time offerings (LTOs) and co-branded menu items.
- Experiential Marketing & Events – Showcasing PepsiCo brands at food festivals, pop-ups, food trucks, and immersive experiences, allowing consumers to engage with products in a curated, hands-on setting.
- Culinary Content & Storytelling – Producing digital and social content (recipe videos, chef-led tutorials, food trend insights) that highlights the versatility and creativity of PepsiCo’s portfolio

Solution Requirements

OPEN BRIEF - As part of this broader approach, PepsiCo is seeking innovative solutions to identify, develop, and scale new F&B experiences. Some sample focus areas include:

- Elevating PepsiCo’s Role in Food Culture – Strengthening culinary integration by embedding PepsiCo products in food applications, from seasonings (e.g., Flamin’ Hot spice blends) to ingredient-based innovations.
- Unlocking New Beverage Occasions – Expanding the beverage portfolio’s relevance through crafted LRB mix-ins, such as functional energy boosters and flavor enhancers.
- Creating Immersive Brand Experiences – Developing interactive and sensory-driven food and beverage activations that foster consumer engagement, loyalty, and demand.
- IScaling Across Multiple Customers – Identifying adaptable and versatile concepts that can be deployed and expanded across various operators and AFH settings.

Capability Requirements

Non-functional:

Reliability & Performance

- **Consistent Quality Control** – Ensures PepsiCo-integrated products maintain consistent taste, texture, and presentation across all locations.
- **Operational Feasibility & ease of adoption** – Solutions must be low-lift for operators, requiring minimal additional training or complex preparation steps.
- **Cost effective implementation** – must be affordable / drive reasonable ROI for PepsiCo and participating operators (if applicable)

Expand into new F&B Occasions

Objective

PepsiCo is actively exploring innovative tech solutions to support our expansion into new food and beverage (F&B) occasions, with the goal of driving incremental revenue and enhancing brand distinction through more meaningful consumer connections.

Key Problem Statement

PepsiCo is continuously exploring new food and beverage (F&B) occasions to drive brand engagement, consumer excitement, and business growth. Key opportunities include:

- Elevating PepsiCo's Role in Food Culture – Embedding PepsiCo products into culinary applications, from seasonings (e.g., Flamin' Hot spice blends) to ingredient-based innovations that enhance menu offerings.
- Unlocking New Beverage Occasions – Expanding the relevance of PepsiCo's beverage portfolio with crafted LRB mix-ins, such as functional energy boosters and flavor enhancers for teas, sodas, and mocktails.
- Brand Collaborations & Partnerships – Integrating PepsiCo brands into high-visibility food experiences, including co-branded menu items and limited-time offerings (LTOs) with restaurant and foodservice partners.
- Experiential Marketing & Events – Bringing PepsiCo to life through immersive activations, such as food festivals, pop-ups, branded food trucks, and interactive dining experiences, allowing consumers to engage with products in a curated, hands-on setting.
- Culinary Content & Storytelling – Showcasing PepsiCo's versatility and creativity through digital and social content, including recipe videos, chef-led tutorials, and trend insights that inspire foodservice operators and consumers.

Solution Requirements

OPEN BRIEF – some sample solutions could include:

- Equipment solutions that allow us to embed PepsiCo products in food applications at scale – e.g., dispensing equipment for applying Flamin' hot Cheetos seasoning
- AI-powered menu optimization tools recommending PepsiCo ingredient-based dishes
- Turnkey LTO development platforms for quick PepsiCo-branded menu launches
- AI powered tool for rapid idea prototyping

Capability Requirements

Non-functional:

Reliability & Performance

- **Consistent Quality Control** – Ensures PepsiCo-integrated products maintain consistent taste, texture, and presentation across all locations.
- **Operational Feasibility & ease of adoption** – Solutions must be low-lift for operators, requiring minimal additional training or complex preparation steps.
- **Cost effective implementation** – must be affordable / drive reasonable ROI for PepsiCo and participating operators (if applicable)

AFH Advertising & Marketing (A&M) ROI Measurement

Objective

PepsiCo is seeking innovative solutions to accurately measure and optimize the ROI of its Advertising & Marketing (A&M) investments in the Away From Home (AFH) channel. These solutions should quantify the impact of AFH activations on retail sales, enable smarter prioritization of marketing activities, and ensure investments are right-sized across initiatives and customers.

Key Problem Statement

PepsiCo invests in various marketing activities in AFH, including media, in-store promotions, and experiential activations. However, the scarcity of data in AFH makes it challenging to accurately measure the true ROI of these initiatives, hindering ability to prioritize high impact activities, right-size investments, & negotiate more effective customer contracts; Key questions include:

- What is the actual ROI of different marketing activities?
- How can we optimize our investments to maximize ROI? What should we do more or less of, and what is the right mix of tactics?
- How can this understanding help us negotiate more optimized contracts with our customer and new customers, in an increasingly competitive economic environment?

Solution Requirements

We are seeking solutions that deliver Comprehensive ROI Measurement across key marketing activities:

- **Coverage:** Measure ROI across key marketing activities: Media Investments through AFH customers (e.g., Pepsi product placements in Taco Bell commercials), In-Store Promotions: (e.g., signage, equipment, etc.), & Experiential Activations (e.g., events, pop-ups, etc.)
- **Impact Areas:** 1) Direct Sales Impact (e.g., customer POS data); 2) Halo Sales Impact on retail & e-comm sales and 3) Long-Term Brand Building impact
- **Scalability:** Provide consistency across different tactics, customers, and geographies for broad application.

Capability Requirements

Functional

- **Seamless Data Integration:** Ability to incorporate multiple data sources, including POS systems, shipment data, and external analytics platforms
- **Advanced analytics:** to enhance ROI measurement – e.g., advanced attribution models to enable 1:1 attribution & broader aggregate ROI analysis when direct attribution is not feasible
- **Cross-Channel & Customer Scalability:** Support consistent analysis and measurement across AFH channels (recreation, restaurants, etc.) and customer types (national chains, independent operators).

Non-Functional

- **Reliability & Support:** Ensure high system uptime, robust technical support, and proactive troubleshooting.
- **Ease of Customization / Agility:** Ability to customize to meet PepsiCo's and varying operator needs.
- **PepsiCo & Operator System Integration:** Ensure compatibility with PepsiCo and operator systems to streamline reporting and decision-making.

AFH Data Whitespaces

Objective

PepsiCo is seeking innovative solutions to enhance data collection within its Away From Home (AFH) business, enabling better decision-making and accelerated growth. The focus is on expanding the breadth and depth of reliable, consistent data sources through unique collection methods, while also identifying tools that streamline activation and maximize the value of existing data.

Key Problem Statement

PepsiCo faces significant data gaps in the Away-from-Home (AFH) channel, driven by data scarcity and fragmentation. These challenges limit visibility, responsiveness, and the ability to make data-driven decisions, ultimately hindering growth.

Key challenges include:

- Limited visibility into real-time customer sales – Without comprehensive, up-to-date insights, PepsiCo struggles to optimize selling strategies, enhance operator support, and drive joint sales growth.
- Competitive intelligence gaps – PepsiCo lacks centralized, reliable data on key (KO) and emerging competitors, leading to reactive rather than proactive market responses.
- Difficulty in extracting full value from existing data – Current processes require extensive manual effort to define use cases and data strategies, slowing down PepsiCo's ability to activate insights effectively.

Capability Requirements

Non-Functional

- Reliability & Performance – Ensure high system uptime and fast data processing to support real-time insights.
- Security & Compliance – Maintain enterprise-grade security to protect proprietary data and comply with regulatory standards.
- Seamless Integration – Ensure compatibility with PepsiCo's existing data platforms (EDF)
- User Accessibility & Ease of Adoption – Deliver a user-friendly interface that enables non-technical teams to leverage insights effectively.

Solution Requirements

OPEN BRIEF

We are seeking solutions that:

- Provided enriched data sets in AFH - Priority datasets include:
 - Customer sales data – POS data
 - Competitive intel – for competitor actions across local, national, and bottlers
- Employ creative / unique ways for obtaining data
- Enable seamless activation of data-driven strategies, making it easier to translate insights into business impact and decision-making.