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PepsiCo Announces Plans for $5 Billion Investment in Mexico

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PepsiCo has announced plans to invest $5 billion in Mexico over the next five years. The investment is designed to further strengthen PepsiCo’s food and beverage business in Mexico, one of the most attractive markets in Latin America with a growing middle class and numerous opportunities for long-term economic growth.

PepsiCo has a long and successful history in Mexico, a key country in the company’s global growth plans. PepsiCo has invested aggressively in recent years to strengthen its presence in developing and emerging markets, which in 2012 represented 35% of PepsiCo’s net revenue.

"The investments we’ve made to bolster our position in key markets around the world are fueling our success and positioning PepsiCo to deliver sustainable long-term growth," said Indra Nooyi, PepsiCo Chairman and CEO. "PepsiCo brands have been enjoyed by Mexican consumers for more than a century and we see tremendous opportunities to further expand our food and beverage business. We’re confident in Mexico’s future and we believe this investment will create significant value for PepsiCo, our customers, our shareholders and for Mexico as a whole."

PepsiCo’s investment, which is expected to create 4,000 new jobs in the Mexican economy, will focus on four key strategic priorities such as, innovation & brand building, infrastructure, agriculture, community.

"PepsiCo is committed to growing in Mexico, for Mexico," Nooyi added. "Our investment is guided by performance with purpose, which is PepsiCo’s global vision for building a profitable and sustainable corporation that is a good investment for our shareholders, a good environment for our employees, a good citizen in our communities and a good steward of our planet’s resources. Performance with purpose is driving sustained value for PepsiCo around the world and it will be central to how we operate in Mexico for many years to come."

PepsiCo was one of the first companies to recognise the important interdependence between

corporations and society when it articulated its Performance with Purpose direction in 2007.

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