

# QUICK FACTS



## **Key Facts**

- Frito-Lay North America Headquarters: Plano, Texas
- Frito-Lay employs over 48,000 people and brings in over \$13 billion in annual sales.
- Frito-Lay brands account for nearly 62% of the U.S. salty snack category.
- Frito-Lay products are exported to 79 countries around the globe, including military destinations.
- Products sold under the Frito-Lay name are now recorded by two PepsiCo divisions: Frito-Lay North America (North American sales) and PepsiCo International.
- Sabritas and Gamesa food businesses are headquartered in Mexico City, Mexico. The South America Foods business unit is headquartered in São Paulo, Brazil.
- The largest Frito-Lay facility under one roof is located in Perry, Ga., at nearly one million square feet and 12 production lines. The site produces 250 million pounds of product and ships 64 million cases each year to service 18 states.
- It can take as little as 24 hours for chips to be made from a whole potato – from farm to bag.
- The highest quality potatoes are harvested from over 80 farms across America to make Lay's Potato Chips.
- Catering to local tastes and cultures, we sell unique flavor varieties of our snacks in local markets, such as Lay's Jamon (Ham) – Spain; Lay's Strong Horseradish – Poland; Lay's Red Caviar – Russia; Lay's al Plato Barbecue – Argentina; Lay's Hot & Sour Fish Soup – China; Clipsy Serbian Sausage – Serbia; Walker's Worcester Sauce – United Kingdom; and Sabritas Buffalo – Mexico.

## **History**

- PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay.
- At the time of the merger, Frito-Lay owned 46 manufacturing plants nationwide and had more than 150 distribution centers across the United States.
- Frito-Lay was formed in 1961 when two companies came together, The Frito Company and the H.W. Lay & Company.
- The Frito Company was started in San Antonio, Texas in 1932 by Charles Elmer Doolin, who purchased the rights to an unknown corn chip recipe that he would later make famous. By 1962, Fritos were sold in 48 countries.
- Also in 1932, Herman W. Lay began in Nashville, Tenn., as a potato chip distributor who bought the company six years later. By 1956, the H.W. Lay & Company was the largest manufacturer of potato chips and snack foods in the United States.

## **Health & Wellness**

- Our Gamesa-Quaker business delivered nearly 1.4 billion servings of whole grains in Mexico, as of 2010.
- Since 2003, Frito Lay discontinued the use of hydrogenated and partially hydrogenated oils in making our snack chips. All of our chips contain 0 grams of trans fat per serving.
- Since 2005, we've led the industry to reduce saturated fats in our snacks like Walkers crisps in the U.K. and Lay's potato chips in key global markets by investing in the use of heart-healthy oils such as sunflower, corn and soybean oils.
- In the U.S., we've incorporated sunflower oil, which is very low in saturated fat, and reduced the saturated fat content by more than 50 percent in our Lay's and Ruffles potato chips.
- In the U.K., we've reduced the saturated fats in Walkers crisps by 70 to 80 percent, removing more than 40,000 tons of saturated fat from the British diet from 2005 to 2008.
- Frito-Lay chips account for only about 1.8% of the sodium consumption in the U.S.
- A serving of most Frito-Lay snack chips has as much sodium as an average slice of white bread.

- Our “Lightly Salted” versions of Lay’s potato chips and Fritos corn chips each have 50 percent less sodium than the original version.
- Since 2003 we’ve reduced salt levels by between 25 and 55 percent across the Walkers portfolio, removing 2,400 tons of salt from the British diet between 2003 and 2008. At the end of 2009, we reduced salt levels in Walkers crisps by an additional 10 percent.
- Made from simple farm-based ingredients – sliced potatoes and corn – along with healthier oils such as sunflower and corn oil, many of Frito-Lay’s products are a source of important nutrients, including potassium, iron and vitamin C.
- Frito-Lay gluten-free products include Lay’s, Baked! Lay’s, Ruffles, Fritos, Tostitos, Cheetos and Doritos varieties, among many others.
- SunChips have 18 grams of whole grains, as much as a slice of wheat bread, and 30% less fat than regular potato chips.

### **Environmental Sustainability**

- In 2009, 14 Frito-Lay manufacturing facilities disposed less than one percent of solid waste to landfill — the remaining 18 facilities will achieve nearly “zero landfill” by the end of 2011.
- Almost every piece of waste generated at the more than 30 Frito-Lay plants is reused or recycled.
- Frito-Lay reduced waste going to landfills by 70% from 2007 to 2010, with 42 million additional pounds of waste now being recycled every year.
- Twenty million pounds of potato peelings and corn hulls are sent to livestock farms each year for use as feed.
- PepsiCo was the first company to introduce a 100% compostable bag for its 10 1/2- ounce SunChips multigrain chips, which are made with renewable plant-based materials.
- From 2005-2010, Frito-Lay eliminated 150 square miles of packaging by reducing materials by 10 percent. Frito-Lay consumes 150,000 tons less paperboard each year simply by reusing its shipping cartons up to six times. Once the cartons are no longer usable, they are recycled.
- At our Casa Grande, Ariz. plant – which turns more than 500,000 potatoes into Lay’s and Ruffles brand potato chips every day – we are working to cut our energy and water use by 75%. In early 2011, we’ll complete the retrofit to enable our Casa Grande plant to run on close to 75% renewable energy and recycled water while reducing waste going to the landfill to less than one percent.
- In 2009, Frito-Lay’s Green Teams helped reduce the electricity used to make each bag of snacks by 22% (compared with 1999 levels), which is enough energy to power over 15,000 homes for a year.
- Since 1999, we’ve reduced our water use by 43% for each bag of snacks we make.
- We’ve reduced the amount of material we use in our packaging by 10% over the past 5 years, which is enough to cover more than 72,000 football fields.
- In 2010, Frito-Lay began deploying electric trucks to reduce fuel consumption, noise pollution and CO2 emissions. The company projects it will roll out 155 additional electric trucks in 2011, making Frito-Lay one of the largest commercial fleet of all-electric trucks in North America.
- Frito-Lay North America’s headquarters building in Plano, Texas, became the first LEED Existing Building Gold certified facility in the state of Texas in 2009.

For more information, visit:

<http://www.fritolay.com>

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