A CHIP TRIP AROUND THE WORLD

PepsiCo's potato chip brands generate more than \$10 billion in global retail sales annually. Here's a look into how tailoring chips to local taste preferences around the globe has fueled the growth of one of the world's favorite snacks.

UNITED KINGDOM

PICKLED ONION



U.S.

CLASSIC



MEXICO

ADOBADAS



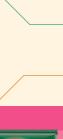
BRAZIL

QUEIJO COALHO



SPAIN

GAMBAS AL AJILLO



SOUTH AFRICA

SPRING ONION & CHEESE



INDIA

MAGIC MASALA



RUSSIA

RED CAVIAR



CHINA

NUMB & SPICY HOT POT



THAILAND

NORI SEAWEED



AUSTRALIA

VEGEMITE

"BANNER SUN" POTATO CHIP BRANDS

These leading global potato chip brands, among others, are connected through the iconic "Banner Sun" logo, which has since grown into a symbol for quality potato chips around the world.



LAY'S

In 1932, Herman Lay bought a Nashville one-man branch of a potato chip company for \$100. By 1956, the H.W. Lay & Company was the largest manufacturer of potato chips and snack foods in the U.S. More than 50 years later, Lay's is still the industry's potato chip leader and the number one food brand worldwide.



SMITH'S

Frank Smith originally established the Smith's product and name in the UK after World War I, before moving to Australia to expand his business. Smith's Crisps has been the leading potato chip in Australia for more than 80 years.



WALKERS

Henry Walker, a butcher by trade, branched out in 1948 and began cooking slices of potatoes. More than 60 years later, Walkers became the UK's most popular crisp manufacturer with more than 10 million packs enjoyed every day.



SABRITAS

Founded in 1943 with a bicycle-based distribution network, Sabritas is headquartered in Mexico City and is now the leader in the Mexican snack and fun food market, selling more than 10 million bags weekly.