

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.

U.S. CLASSIC

Tried and true, the top flavor in the U.S. by ranking are Classic, BBQ, Sour Cream and Onion, Salt and Vinegar, and Cheddar and Sour cream.

MEXICO ADOBADAS

Adobadas (a mixture of chiles used in Mexican cooking) is a top-selling flavor in Mexico and associated with warmth, tradition, and pleasure.

BRAZIL QUEIJO COALHO

Queijo Coalho, a traditional Brazilian cheese, is one of several flavors of Elma Chips available in Brazil. Soya Sauce and Onion, Mediterranean, and Turkey are other varieties enjoyed in this country.

SPAIN GAMBAS AL AJILLO

Lay's Spain announced this as the winner of its "Casting de Sabores" (Do Us a flavor) competition. Gambas al Ajillo is inspired by a traditional Spanish tapas dish of prawns, garlic, and small chilis.

SOUTH AFRICA SPRING ONION & CHEESE

South Africa offers a melting pot of international flavors, including Caribbean Onion & Balsamic Vinegar and Thai Sweet Chili.

UNITED KINGDOM PICKLED ONION

Pickled onions accompany cheddar cheese and bread in a traditional "Ploughman's," a meal commonly served in U.K. pubs.

RUSSIA RED CAVIAR

Red caviar was an expensive, hard-to-buy product during Soviet times and is now associated with holiday feasts, weddings, and other festive occasions for many Russians.

CHINA NUMB & SPICY HOT POT

Spicy is a fast-growing flavor category in China. Customers expect that a spicy potato chip will mimic the full experience of eating this winter stew, which traditionally consists of ingredients placed into a simmering stock pot at the center of the dining table.

THAILAND NORI SEAWEEED

Since 1995 when it first launched in Thailand, Lay's has been the best-selling snack brand in the country. Other localized flavors include Hot & Spicy Crab, Hot & Chili Squid, Lobster Hot Plate, and Cheese with Chili Paste.

INDIA MAGIC MASALA

Launched broadly in India, Magic Masala matches the exuberant and complex flavor of the Indian spice mixture with the blend of spicy, sour, and hot tastes. One in every five packs of Lay's sold in India is Magic Masala.

AUSTRALIA VEGEMITE

Smith's Vegemite Flavoured Crisps, developed in conjunction with Kraft and local retailer Coles, was one of the most successful limited edition launches in Australia. There is popular demand for the flavor to be brought back...

"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.