



## Frito-Lay North America Fact Sheet

### OVERVIEW

Frito-Lay North America is the convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. Frito-Lay makes some of the most popular and high-quality snacks available in the marketplace today. These include Lay's and Ruffles potato chips, Doritos tortilla chips, Cheetos snacks, Tostitos tortilla chips and branded dips, Sun Chips multigrain snacks and Fritos corn chips.

### HISTORY

In 1932, C.E. Doolin entered a small San Antonio cafe and purchased a bag of corn chips. Mr. Doolin learned the corn chips manufacturer was eager to sell his small business, so Mr. Doolin purchased the recipe, began making Fritos corn chips in his mother's kitchen and sold them from his Model T Ford.

That same year, Herman W. Lay began his own potato chip business in Nashville by delivering snack foods. Not long after, Mr. Lay purchased the manufacturer, and formed the H.W. Lay & Company. The company became one of the largest snack food companies in the Southeast. In 1961, it merged with the Frito Company, becoming Frito-Lay, Inc.

In 1965, Frito-Lay, Inc. merged with Pepsi-Cola to form PepsiCo.

### HEADQUARTERS

7701 Legacy Drive  
Plano, TX 75024

### LEADERSHIP

- Vivek Sankaran, President and Chief Operating Officer
- Christine "Chris" Cioffe, SVP, Sustainability and Global Snacks R&D
- Chris Kuechenmeister, SVP of Communications, PepsiCo North America
- Michael Lindsey, SVP of Strategy
- Patrick McLaughlin, SVP of Human Resources, Chief Human Resources Officer
- Leanne Oliver, SVP and General Counsel
- Gregg Roden, SVP of Supply Chain
- Jennifer Saenz, SVP and Chief Marketing Officer
- Stefano Sartoretti, Chief Financial Officer
- Dianne Sutter, VP and Market Supply Officer, Global Procurement
- Steven Williams, SVP and Chief Commercial Officer

### REVENUE

\$15+ billion (2016)

## EMPLOYEES

Nearly 55,000 Frito-Lay associates throughout North America

## FACILITIES

Frito-Lay operates 30+ manufacturing facilities across the U.S. and Canada, and more than 200 distribution centers.

## KEY BRANDS



## CUSTOMERS SERVED

Frito-Lay is known for its “Direct Store Delivery” system – the largest DSD system in North America. We deliver our chips directly to stores to ensure freshness and merchandize them ourselves, which gives us a tremendous competitive advantage in the marketplace. Our go-to-market system also includes warehouse distribution, giving us additional flexibility that helps drive our strong partnerships with our customers.

Frito-Lay has approximately 15,000 routes that make over 500,000 weekly service calls on approximately 290,000 customers.

## OUR FLEET

Frito-Lay has one of the largest private fleets in North America. In the U.S. specifically, Frito-Lay’s fleet is made up of approximately 23,000 vehicles, everything from cargo vans up to Class 8 tractor-trailers. This includes several different fuel-efficient models, including the largest commercial fleet of EV trucks in the United States, more than 560 compressed natural gas freight trucks (about 38 percent of the company’s long-haul inventory) and advanced diesel technology from some of the leading manufacturers around the world.

## MORE INFORMATION

[www.FritoLay.com](http://www.FritoLay.com)

[Twitter.com/FritoLay](https://twitter.com/FritoLay)

[Facebook.com/FritoLay](https://facebook.com/FritoLay)

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