

**From:** [REDACTED] {PEP} <[REDACTED]@pepsico.com>  
**Sent:** jeudi 1 juillet 2021 10:07  
**To:** [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE)  
**Cc:** [REDACTED] {PEP}  
**Subject:** PepsiCo new commitments on sustainable food systems

Dear [REDACTED], [REDACTED] and [REDACTED]

Today, as part of our plan to build a more sustainable food system, PepsiCo Europe is making new commitments to increase healthier snacks and beverage options in our portfolio across the EU. These pledges will be submitted to the European Commission's call for voluntary pledges in the Code of Conduct for Responsible Business and Marketing Practices.

For our beverage portfolio, **PepsiCo Europe will reduce the average level of added sugars across our entire EU soft drinks range by a further 25% by 2025, and 50% by 2030.** This is a journey we have been on for well over a decade with our own brands as well as with our soft drinks association UNESDA. Across Europe, where PepsiCo has already established a strong sugar-free portfolio including Pepsi MAX and 7UP Free, almost one in three of our beverages sold in the region already contains no added sugar.

**PepsiCo Europe also wants to diversify our snack portfolio to include healthier options, learning from our success in growing sugar-free beverages. We aim to increase sales of snacks rated B or better in the widely used Nutri-Score nutrition labelling system by more than 10X by 2025.** This will make healthier snacks our fastest growing food category over the next four years with an ambition to expand this to a \$1 billion portfolio by 2030.

We will need an enabling policy environment to succeed. For example, our sugar reduction efforts need to be underpinned by confident regulatory backing for tried and tested low- and no-calorie sweeteners that are part of the solution. Our investments in healthier snacks need to be bolstered by a clear, consumer-friendly framework for EU-wide consumer information, including on nutrition labelling and claims. And our other investments in greener packaging will only deliver if the EU and national policy frameworks incentivise and sustain this transition over time.

Beyond stimulating business action, the Code of Conduct will prove its value if it helps foster the open, transparent and action-oriented multi-stakeholder dialogue that we will need in order to translate the Farm to Fork Strategy vision into a coherent set of EU policies and actions in the coming years.

We value the many voices that have informed our current path and welcome ongoing dialogue with you as we accelerate our sustainability agenda in the months and years ahead. I would appreciate any feedback from you on our new commitments and also welcome any opportunity to discuss them with you and your team.

Yours sincerely,

[REDACTED]



**PEPSICO**

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