

PepsiCo is launching the Pepsi S'mores Collection on the last day of summer in North America

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Once a treat typically confined to summer campfires, s'mores have become a cultural phenomenon. With the sweet taste of gooey marshmallows and rich layers of decadent chocolate, all placed in between crunchy graham crackers, Americans can't get enough of the indulgent treat, so much so that demand for the classic dessert has cemented s'mores as a top food trend in 2022. For those who refuse to miss an opportunity to satisfy their s'mores cravings, Pepsi is launching the Pepsi S'mores Collection on the last day of summer—now fans can enjoy their favorite DIY dessert anytime, even when summer ends.

Todd Kaplan, Chief Marketing Officer of Pepsi. Said "S'mores is one of the most unapologetically delicious treats that everyone likes to enjoy in a different way. So, on the last day of summer, we at Pepsi are thrilled to introduce an entirely new way to s'more with our Pepsi S'mores Collection."

The Pepsi S'mores Collection features three distinct flavors all packed into individual 7.5 oz Pepsi mini cans to encourage mixing and matching your way to the perfect combo, served in a cold glass:

- **Toasty Marshmallow** is an entirely new Pepsi concoction, taking a marshmallow base with layers of toasted notes to mimic a light fireside flavor.
- **Graham Cracker** is infused with notes of honey and cinnamon to achieve the perfect balanced graham cracker flavor profile.
- **Chocolate** contains dominant notes of cocoa throughout, with slight hints of vanilla to create extra creamy sweetness, mimicking a slightly melted chocolate flavor.

The Pepsi S'mores Collection comes on the heels of several of the Pepsi brand's unique and indulgent flavor innovations including Maple Syrup Cola, PEPSI X PEEPS, Pepsi Apple Pie, and Pepsi x Cracker Jack, to name a few. The Pepsi S'mores Collection is available in uniquely designed 7.5 oz mini cans.