

Pepsi-Cola Philippines embraces post-pandemic era with renewed zeal

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Pepsi-Cola Products Philippines, Inc. (PCPPI) is poised to face a post-pandemic world with a renewed clarity of purpose and passion for action. Guided by its core values of Integrity, Innovation, Care & Respect, Empowerment and Excellence (ICARE), PCPPI has been able to deliver remarkable business performance at the end of 2022 through the concerted efforts of its employees (fondly called Bravehearts) and with support from its principal shareholders, Lotte Chilsung Beverage Co. Ltd., and Quaker Global Investments B.V.

As the Philippines' exclusive manufacturer of PepsiCo beverages, PCPPI brings well-loved beverage brands like Pepsi, Mountain Dew, 7-Up, Mirinda, Mug, Gatorade, Tropicana, Lipton, Sting, Premier, and Milkis to Filipino customers nationwide. Through its partnership with Lotte, PCPPI recently announced that it will be bringing one of South Korea's leading soju brands, Chum Churum, to more Filipino homes.

The company is dedicated to its mission of creating a positive impact on Filipino society. PCPPI envisions becoming the leading beverage company in the Philippines. In doing so, it is committed to driving sustainable and profitable growth by providing a wide range of quality beverages to its consumers. This will lead to superior value for its shareholders and business partners, building careers for its employees while also nurturing the communities and the environment.

Led by Frederick D. Ong, President and Chief Executive Officer, PCPPI has been on a journey of transformation that will further strengthen the organization in the future. The organisation has taken strides in refocusing its product portfolio, with the goal of sustaining its brand leadership. PCPPI is optimistic that its brands, particularly Sting and Mountain Dew, will meet their objectives of leading their respective market categories. Among the opportunities that PCPPI is looking into is the increased market demand for zero-sugar beverages. This holds promise for the organisation as it explores stronger offerings to address the current trends of customer demands.