

PepsiCo and VOSS Water Of Norway Announce U.S. Distribution Agreement

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The agreement, effective December 2017, adds an ultra-premium water to PepsiCo's growing portfolio of zero and low-calorie beverages while granting VOSS access to the strength and scale of PepsiCo's distribution network.

"PepsiCo Foodservice meets consumer demand for extraordinary food and beverage experiences when they are away from home by leveraging the best that PepsiCo has to offer, including ultra-premium options," said Anne Fink, President, PepsiCo Global Foodservice. "As the bottled water category continues to grow, we are thrilled to add VOSS to the portfolio of beverage options we can offer our valued foodservice partners and make available to consumers."

"PepsiCo has a strong distribution system with selling and execution capabilities that have the power to expand our foodservice footprint," said Jack Belsito, CEO of VOSS Water of Norway. "This new partnership will enable us to service occasions that will grow VOSS consumption frequency."

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