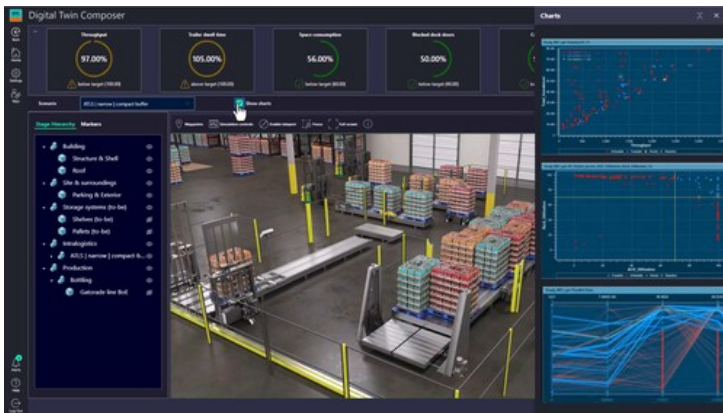


PepsiCo announces AI and digital twin collaboration with Siemens and NVIDIA

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At CES 2026, PepsiCo announced a multi-year, industry-first collaboration with Siemens and NVIDIA to transform plant and supply chain operations through advanced digital twin technology and AI. This collaboration marks a first-of-its-kind initiative for a global CPG company applying digital twins to reshape how plant and warehousing facilities are digitally simulated and tested, with early pilots already underway in the U.S.

With demand for production and distribution capacity rising, PepsiCo is using AI and new digital approaches to process simulation and facility design to retool and optimise its existing physical footprint. Traditional expansion methods are slow and costly, limiting flexibility and the scalability needed to meet growing consumer needs while driving innovation.

"The scale and complexity of PepsiCo's business, from farm to shelf, is massive—and we are embedding AI throughout our operations to better meet the increasing demands of our consumers and customers," said Ramon Laguarta, Chairman and CEO of PepsiCo. "Our work with Siemens and NVIDIA will help accelerate our continued journey of becoming a future-fit company, operating with agility and foresight."

PepsiCo is shifting to a digital-first planning strategy, leveraging physics-based digital twins and AI agents as co-designers to simulate, validate, and optimise facility layouts before any physical build. As part of these efforts, PepsiCo is using Siemens Digital Twin Composer, built on NVIDIA Omniverse libraries, to simulate upgrades to its facilities in the U.S. with plans to scale globally.

"Physical industries are entering the age of AI. For companies with real-world assets, digital twins are the foundation of their AI journey," said Jensen Huang, founder and CEO of NVIDIA. "Working with NVIDIA and Siemens, PepsiCo is re-architecting its operations—using physically accurate digital twins and AI to reinvent how it designs, optimises, and runs its global operations."

"We are proud to partner with PepsiCo and NVIDIA to digitally transform their manufacturing facilities using physics-based digital twins and AI from design to engineering to operations. The Digital Twin Composer is a cornerstone in enabling PepsiCo to transform manufacturing and warehousing," said Roland Busch, CEO of Siemens AG. "Siemens is powering the industrial AI revolution with an unmatched industrial AI technology stack, deep domain know-how, and world-class partners. This collaboration sets a new standard for all industries. Customers can turn ideas into real-world impact with greater speed, quality, and efficiency."

Siemens' new software solution builds Industrial Metaverse environments at scale, empowering organisations to apply industrial AI, simulation and real-time physical data to make decisions virtually, at speed and at scale.

This new product enables industrial companies to combine 2D and 3D digital twin data from Siemens' comprehensive digital twin and physical real-time information from a managed, secure real-time photorealistic virtual scene accelerated by NVIDIA Omniverse libraries. With Digital Twin Composer, companies can rapidly build and maintain this global environment, containing all aspects of their product or production data (both virtual and physical) in a secure, managed, high-fidelity 3D experience throughout the lifecycle of the product, process or facility.