

Pepsi Launches “House of Treats” Beverage Platform for Personalised Drink Experiences

10 June 2026 | News

The platform launched its first experience earlier this month in the United Kingdom at a Pepsi MAX SXSW London activity



The platform launched its first experience earlier this month in the United Kingdom at a Pepsi MAX SXSW London activity

Pepsi Global has launched Pepsi "House of Treats", a new crafted beverages platform designed to deliver experience-first drinks across key Away From Home channels this year. Tapping into consumer demand for beverage customisation, flavour exploration and "treatanomics", the platform offers multisensorial beverages exclusively through select PepsiCo entertainment and hospitality partners.

Bringing these experiences to cinemas, stadiums, restaurants and live events, Pepsi "House of Treats" is designed for effortless customisation at scale and built for rapid speed of service and seamless integration into existing operations. As a core pillar of PepsiCo's Meaningful Food and Drink Experience strategy, it allows high-volume venues such as sports stadiums, restaurant chains and theatre networks to serve visually striking drinks without compromising taste or operational efficiency, while enhancing how fans engage with live entertainment, from sports to music, and reflecting a broader cultural shift toward experience-first consumption.

The platform launched its first experience earlier this month in the United Kingdom at a Pepsi MAX SXSW London activity. Additional markets scheduled to go live later this year include Poland, Romania and the Czech Republic, alongside expansion across additional UK venues and PepsiCo pourer properties.

"The role of beverages is evolving from functional refreshment into a much more experiential and culturally-relevant occasion," said Eugene Willemssen, Chief Executive Officer of International Beverages, PepsiCo. "Consumers are increasingly seeking personalised, elevated experiences that feel memorable and worth sharing. Pepsi "House of Treats" is designed to meet that shift. Bringing together flavour, customisation and our broader portfolio in a single scalable platform for Away From Home environments, it gives our partners a simple way to unlock premium growth and operational efficiency while delivering standout experiences that drive stronger engagement and repeat demand."