

## PEPSICO IN RUSSIA: ALL YOU NEED TO KNOW

- PepsiCo is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York, in the hamlet of [Purchase](#).
- PepsiCo's brands include Chester's, Chippy, Lay's, Mirinda, Pasta Roni, Pepsi, Propel, Sandora, 7Up, Simba, Snack a Jacks, Sonric's, Tropicana, etc.
- In Russia, PepsiCo operates [19 plants](#) and employs about [60,000](#) people. Currently, almost [450 vacancies](#) in Russia are posted on the company's official website.
- In 2024, PepsiCo generated \$4.5 billion in revenue in Russia and paid \$122 million in profit taxes, making it the top food industry firm in the country, according to the [Kyiv School of Economics](#).
- Shortly after the start of Russia's full-scale invasion of Ukraine, the company [announced](#) the cessation of advertising activities and the production of some beverages in Russia, while still allowing "essential" products such as infant formula and baby food to be sold in order to "stay true to the humanitarian aspect of its business."
- By September 2022, the corporation announced that it had stopped the production of Pepsi, 7UP, and Mountain Dew in Russia. Instead, it began [producing](#) similar beverages under different names. For example, 7UP and Mirinda were rebranded as Frustyle, Pepsi became Evervess, and also appeared under the name 'Любимая кола' ('Favorite Cola').
- Treating PepsiCo's tax contributions to the Kremlin as support for the aggressor state's war economy, Ukraine's National Agency on Corruption Prevention [included](#) the company in its list of international sponsors of war in September 2023.
- In 2024, the Russian unit, which consolidates PepsiCo's dairy assets, [increased](#) dairy production to over 1 mn tons — a 2.8% increase compared to 2023, according to the company's financial statement for 2024. According to the report, the unit's revenue in 2024 increased by 13.2% from 2023. Another subsidiary, which produces potato and corn-based chips as well as croutons, increased its 2024 revenue by 11.8%.
- In 2024, PepsiCo [opened](#) a new plant in Russia with a snack production capacity of 60,000 tons per year.

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