

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 300 [vacancies](#) in Russia are posted on the company's official website.
- Net revenue in the country jumped 22.9% to \$4.77 billion in 2025, according to its annual report, while PepsiCo paid \$237 million in profit tax alone.
- 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, PepsiCo [opened](#) a new plant in Russia with a snack production capacity of 60,000 tons per year.
- According to a [survey](#) conducted by a US-based consumer rating platform PissedConsumer, 68% of respondents would stop buying PepsiCo products to express their opposition to the brand's role in Russia's war economy and to urge its exit from the country.

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