OWNERSHIP
Gatorade was acquired by PepsiCo in 2001

MISSION STATEMENT
"We aspire to make PepsiCo the world’s premier consumer products company, focused on convenient foods and beverages. We seek to produce healthy financial rewards for investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive to act with honesty, openness, fairness and integrity."

SLOGAN
“Gatorade: Is it in you?”

HISTORY
Gatorade® was born on the playing field in the 1960s by researchers at the University of Florida to help the Gators football team prevent dehydration when they played in the swamp-like heat.

Since the Gators’ 1967 Orange Bowl victory, Gatorade has grown to become an essential part of the equipment of sports, and can be found on the sidelines, in the locker rooms and on almost every field of play.

Backed by more than 40 years of scientific research, Gatorade has proven rehydration and performance benefits over water. No other beverage or sports drink company has established such a strong expertise in rehydration and sports nutrition.

WEBSITE
www.gatorade.com

CORPORATE OPERATIONS
Headquarters are in Chicago with offices worldwide

NUMBER OF EMPLOYEES 2013
2,600

ANNUAL REVENUE 2013
$3.3 Billion

GLOBAL REACH
• Gatorade is currently available in 80 countries, with more than 30 flavors available in the U.S. and more than 50 flavors available internationally.
• Gatorade expanded to Canada in 1984, Asia in 1987 and Europe and South America in 1988.

POSITION IN INDUSTRY
• Gatorade is the original sports drink
• Gatorade is the no. 1 best-selling sports drink
• Gatorade is the no. 1 researched sports drink in the world

PRODUCTS AND FLAVORS

Gatorade Thirst Quencher
- Lemon-Lime
- Cool Blue
- Strawberry Kiwi
- Berry
- Tangerine
- Raspberry
- Watermelon
- Riptide Rush
- Grape
- Mango Electrico
- Ice Punch
- Fruit Punch
- Lemon-Lime + Strawberry
- Fruit Punch + Berry
- Orange + Tropical Fruit

Gatorade Endurance Formula
- Lemon-Lime
- Orange

Vodka-ade (NEW)
- Citrus
- Peach
- Pear
- Fruit-Punch
- Berry
MARKETS
Athletes, both competitive and recreational

INDUSTRIES SERVED
Athletics, professional sports

SPORTS SPONSORSHIPS
Gatorade is the official sports drink of the NFL, NBA, WNBA, AVP, Major League Baseball, Major League Soccer, Major League Lacrosse and numerous professional, collegiate and amateur teams and events throughout the world including the New York Marathon, Boston Marathon, Chicago Triathlon and Ironman World Championship.

CORPORATE SOCIAL RESPONSIBILITY
PepsiCo’s companies are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe this also means a more successful future for PepsiCo.

We call this commitment Performance with Purpose: PepsiCo’s promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate.

EXECUTIVE TEAM
Susan D. Wellington
Chief Executive Officer
Todd Magazine
President
Jennifer Storms
Senior Vice President of Sports Marketing
Pete Brace
Director of Communications
Bob Murray
Director of Gatorade Sport Science Institute

AWARDS AND RECOGNITIONS
General:
- 2013: PepsiCo ranked #1 on CoreBrand’s list of the Most Respected Companies
- 2013 PepsiCo was included in Ethisphere’s 2013 World’s Most Ethical Companies. 2013 marks PepsiCo’s seventh year on this list

Workplace:
- 2013: PepsiCo ranked among GJOBS.com’s Top 25 Military Friendly Employers for the second consecutive year
- 2013: PepsiCo ranked #11 on Hispanic Business’ 2013 Best Companies for Diversity, up from #18 in 2012
- 2013: PepsiCo was recognized as a Top Employer in Europe for the third year running by the CRF Institute

Social Responsibility:
- 2013: PepsiCo was included in the Corporate Responsibility Magazine’s 100 Best Corporate Citizens list
- 2012: PepsiCo was recognized by the Dow Jones Sustainability Index (DJSI) and the Carbon Disclosure Project (CDP). PepsiCo has been named a member of the Dow Jones Sustainability North America Index seven times and the World Index six times
- 2012: On Newsweek’s Green Rankings, PepsiCo ranked within the “Food, Beverage and Tobacco” industry sector #3 in the U.S. and #8 globally

Business Performance:
- 2012: PepsiCo ranked #2 among the top ten carbonated soft drinks (CSD) companies on Beverage Digest’s CSD rankings
- 2012: PepsiCo ranked #41 on the Fortune 500 list
- 2012: The Pepsi brand ranked as the #22 Best Global Brand on the Interbrand World’s Best Global Brands. Pepsi has been among the top 25 ranked brands since 2003

FOR MORE INFORMATION contact Corporation Communications at Pepsi-GatoradeMedia@pepsico.com

GATORADE COMPANY FACT SHEET