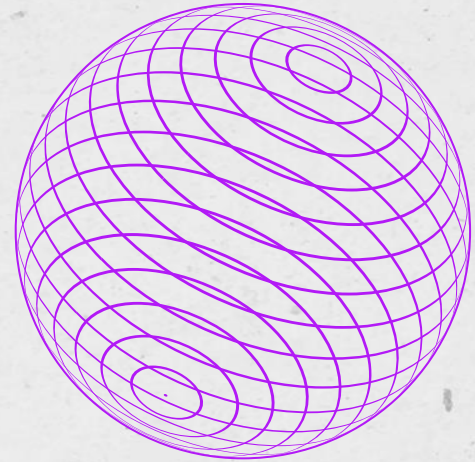




PEPSICO

LOBBYING STUDY CASE



Emilien, Yuchen Hsu, Louis and Óscar

2022

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ABOUT THE COMPANY

**Sales Revenue Europe
end of 2021:**

13.038 billion \$USD

**Operating Profits for
Europe end of 2021:**

1.292 billion \$USD

Market Cap 13/04/22:

173.3 \$USD

ABOUT THE COMPANY

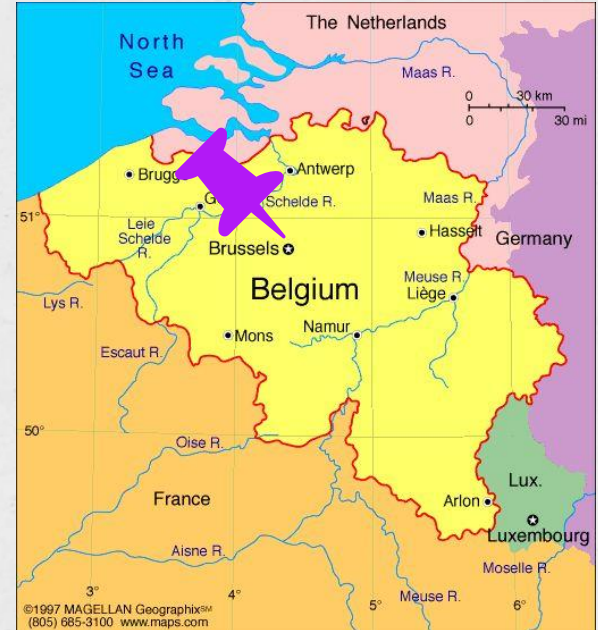
Head Office: Zaventem, BELGIUM

Office In charge of EU Relations: Reading Berkshire, UK

Person in charge of EU Relations: Paul Skehan,
Position: Senior Director Government Affairs EU

Identification Number in the register: 010212710281-97

Person with Legal Responsibility: Silviu Popovici,
Position: CEO Europe



MAIN EU LEGISLATIVE PROPOSALS OR POLICIES TARGETED

01 General Food and Food Safety Law

02 Implementation of Food Information to Consumers

03 Implementation of Common Agricultural Policy

04 Packaging and Packaging Waste Directive

05 Waste Framework Directive

06 Circular Economy

07 Childhood Obesity Action Plan

08 Nutrition and Health Claims

09 Implementation of EU Sugar Market reform

10 Audiovisual Media Services Directive

FIELDS OF INTEREST

Agriculture and rural development	Competition	Digital economy and society	Environment	International co-operation and development
Business and industry	Consumers	Employment and social affairs	External relations	Public health
Climate action	Culture and media	Energy	Food safety	Research and innovation
Communication	Customs	Enlargement	Institutional affairs	Taxation

MEETING(S) SINCE 2014

18 meetings found

DATE	COMMISSION REPRESENTATIVES	TOPIC(S)
10 Jul 2015	Heidi Jern	Circular Economy (DG Jobs & Growth)
19 Sep 2016	Tom Tynan	Business discussion (DG Trade)
04 May 2017	Nathalie Chaze	The Evolved Nutrition Label initiative (DG Health)
12 May 2017	Commissioner Vytenis Andriukaitis	Evolved pan-European nutrition labelling scheme (DG Health)
12 May 2017	Nathalie Chaze	Evolved pan-European nutrition labelling scheme (DG Health)

DATE	COMMISSION REPRESENTATIVES	TOPIC(S)
16 Feb 2021	Helena Braun	EU Circular Economy Action Plan, including plastics (DG European Green Deal)
01 Jun 2021	Rozalina Petrova	Green economic transition, circular economy and packaging (DG Environment, Oceans and Fisheries)
01 Jun 2021	Helena Braun	Green economic transition, circular economy and packaging (DG European Green Deal)
16 Sep 2021	Jorge Pinto Antunes	PepsiCo Nutrition Commitments (DG Agriculture)
04 Feb 2022	Helena Braun	revision of the Packaging and Packaging Waste Directive (DG European Green Deal)
22 Feb 2022	Executive Vice-President Frans Timmermans	Transition to a circular economy and sustainable food systems (DG European Green Deal)

IN-HOUSE LOBBYING

5 lobbyists

Estimated Annual
Costs:
400,000 – 499,999 € –
According to
**Transparency
Register**

500,000 – 599,999 €
According to
LobbyFacts.eu

What have they managed to stop or change through lobbying?





AIM (European Brands Association): 300,000 – 399,999 €



EUROPEN (European organization for packaging and the environment): 500,000 – 599,999 €



ESA (European Snacks Association): 100,000 – 199,999 €

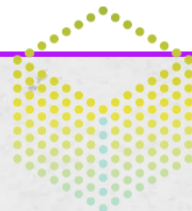
FoodDrinkEurope : 200,000 – 299,999 €



UNESDA (Union of European Beverages Association): 400,000 – 499,999 €



CIUS (European Sugar Users Association): 140,000 €



CONSULTANCY AGENCIES



100,000 – 199,999 €

Food policy, sustainability, trade



50,000 – 99,999 €

Comms Support

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FOR FURTHER INFORMATION
[TRANSPARENCY REGISTER PEPSICO](#)

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THANKS

DO YOU HAVE ANY QUESTIONS?

2022

