

PepsiCo Inc. Press Releases

FRITO-LAY ELIMINATES TRANS FATS FROM AMERICA'S FAVORITE SALTY SNACKS: DORITOS, TOSTITOS AND CHEETOS

Introduction of Breakthrough Products: Lay's Reduced Fat and Cheetos Reduced Fat Less Fat, Less Saturated Fat, Fewer Calories, Great Taste!

Plano, TX (September 24, 2002) – Frito-Lay announced today that it is taking major steps in its commitment to offering a wide variety of better-for-you snacks by eliminating trans fats from America's favorite salty snacks – Doritos, Tostitos and Cheetos – while still offering great taste. Along with the trans fat elimination, Frito-Lay will also introduce Lay's Reduced Fat chips and Cheetos Reduced Fat snacks in the coming months.

Early next year, the snack company will eliminate the hydrogenated oils and convert to corn oil, a trans fat-free oil, in the production of Doritos, Tostitos and Cheetos – all without compromising taste. For years, the company's leading Lay's and Ruffles potato chips have been prepared in trans fat-free oils.

The second major step is the unveiling of Lay's Reduced Fat chips and Cheetos Reduced Fat snacks. Available to consumers this December, Lay's Reduced Fat chips will have a 25% reduction in total fat and a 60% reduction in saturated fat. Cheetos Reduced Fat snacks will have a 50% reduction in total fat, a 70% reduction in saturated fat and the snack will be prepared in trans fat-free oils. Cheetos Reduced Fat will be available early next year. All the new products will feature the satisfying great taste that consumers expect from Frito-Lay.

"We're taking several steps that will change the way America snacks," said Al Bru, President and Chief Executive Officer of Frito-Lay North America. "Early next year, Frito-Lay is eliminating trans fat oils from our big brands including Doritos, Tostitos and Cheetos. And the great news is that there is no compromise in taste. We will also introduce Lay's Reduced Fat chips and Cheetos Reduced Fat snacks in the coming months that offer our consumers better tasting, better-for-you snacks."

Along with Frito-Lay's world class food scientists, the company has partnered with Kenneth Cooper, MD, MPH, one of the world's foremost experts on health, nutrition and exercise and founder of the Cooper Aerobics Center, to create breakthrough new products and enhance existing products to meet the nutritional needs of today's consumers. For example, new Cheetos Reduced Fat was created specifically to meet Dr. Cooper's Class 1 requirements – 150 calories or less per one ounce serving; 5 grams of fat or less per serving; 1 gram of saturated fat or less per serving; no trans fat oils; and, 250 grams of sodium or less per serving.

"The obesity epidemic has spurred Americans to take action and embrace proper nutrition and physical activity," said Dr. Cooper. "I'm delighted to partner with Frito-Lay to help them develop more healthy snacks and to promote fitness and wellness."

In addition to the better-for-you enhancement of existing products and the introduction of new products, Frito-Lay is currently working with the Cooper Aerobics Center and additional partners to develop a youth fitness program that will be introduced in 2003. Early next year, Frito-Lay will feature fitness and nutrition tips from Dr. Cooper on its snack packages.

Historically, Frito-Lay has led the industry with low-fat, reduced fat and no-fat products. In 1962, the company acquired Rold Gold Pretzels. In the early 80s, Frito-Lay moved to using polyunsaturated oils in its snacks. In the mid 80s, the company launched Reduced Fat Ruffles. In the early 90s, the first great tasting Baked Lay's and Baked Tostitos were introduced with a line of salsas.

Currently Frito-Lay offers a wide variety of low-fat and better-for-you snack foods, which may be included in moderation as part of a healthy diet. Some of these products include: Baked Lay's Crisps, Baked Doritos Chips, Baked Tostitos Chips, Reduced Fat Ruffles Chips, Rold Gold Honey Wheat Pretzels and WOW! Fat Free and Low-Fat snacks, and coming soon, New Lay's Reduced Fat Chips and New Cheetos Reduced Fat Cheese-Flavored Snacks.

Frito-Lay North America is the convenient fun foods division of PepsiCo, Inc., which is headquartered in Purchase, NY. Frito-Lay makes and sells some of America's favorite snack brands including Lay's potato chips, Ruffles potato chips, Doritos tortilla chips, Tostitos tortilla chips and Cheetos cheese-flavored snacks. The company also offers a wide variety of low-fat, reduced fat and no-fat snacks like Baked Doritos, Baked Lay's, Baked Ruffles, Baked Tostitos, Ruffles Reduced Fat and its WOW! line, Rold Gold pretzels, and coming soon, Lay's Reduced Fat and Cheetos Reduced Fat. The company also makes and sells Cracker Jack snacks, Quaker Chewy granola bars, Fruit and Oatmeal bars, Gatorade energy bars and Quakes rice snacks.