I'm not a bot

Refresco de la familia pepsi

PepsiCo es una empresa de origen norteamericana con presencia en México, muchos de sus productos los hemos consumido desde muySeguir leyendo Leading or presiding officer of an organized group "Chairman of the Board" redirects here. For other uses, see Chairman of the Board (disambiguation). Agustín Vásquez Gómez, ambassador of the Republic of El Salvador, chairing the OPCW's Fourth Review Conference, November 2018 The chair, also chairman, chairwoman, or chairperson, is the presiding officer of an organized group such as a board, committee, or deliberative assembly. The person holding the office, who is typically elected or appointed by members of the group or organisation, presides over meetings of the group, and is required to conduct the group's business in an orderly fashion.[1] In some organizations, the chair is also known as president (or other title).[2][3] In others, where a board appoints a president (or other title), the two terms are used for distinct positions. The term chairman may be used in a neutral manner, not directly implying the gender of the holder. In meetings or conferences, to "chair" something (chairing) means to lead the event.[4] Look up chair, chairman, chairwoman, chairperson, or preside in Wiktionary, the free dictionary. Terms for the office and its holder include chair, chairman, chairwoman, chairperson, convenor, facilitator, moderator, president, and presiding officer.[5][6][7][8][9] The chair of a parliamentary chamber is sometimes called the speaker.[10][11] Chair has been used to refer to a seat or office of authority since the middle of the 17th century; its earliest citation in the Oxford English Dictionary dates to 1658–1659, four years after the first citation for chairman.[12][13][14] Feminist critiques have analysed Chairman as a possible example of sexist language, associating the male gender with the exercise of authority, this has led to some use of the generic "Chairperson".[15] In World Schools Style debating, as of 2009, chair or chairman refers to the person who controls the debate; it recommends using Madame Chair or Mr. Chairman to address the chair.[16] The FranklinCovey Style Guide for Business and Technical Communication and the American Psychological Association style guide advocate using chair or chairperson.[17][18] The Oxford Dictionary of American Usage and Style (2000) suggested that the gender-neutral forms were gaining ground; it advocated chair for both men and women.[19] The Daily Telegraph's style guide bans the use of chair and chairperson; the newspaper's position, as of 2018, is that "chairman is correct English".[20] The National Association of Parliamentarians adopted a resolution in 1975 discouraging the use of chairperson and rescinded it in 2017.[21][22] Ambassador Leena Al-Hadid of Jordan chairs a meeting of the International Atomic Energy Agency, 2018.[23] The word chair can refer to the place from which the holder of the office presides, whether on a chair, at a lectern, or elsewhere.[1] During meetings, the person presiding is said to be "in the chair" and is also referred to as "the chair".[1] Parliamentary procedure requires that members address the "chair" as "Mr. (or Madam) Chairman (or Chair or Chairperson)" rather than using a name – one of many customs intended to maintain the presiding officer's impartiality and to ensure an objective and impersonal approach.[7][24] In the British music hall tradition, the chairman was the master of ceremonies who announced the performances and was responsible for controlling any rowdy elements in the audience. The role was popularised on British TV in the 1960s and 1970s by Leonard Sachs, the chairman on the variety show The Good Old Days.[25] "Chairman" as a quasi-title gained particular resonance when socialist states from 1917 onwards shunned more traditional leadership labels and stressed the collective control of Soviets (councils or committees) by beginning to refer to executive figureheads as "Chairman of the X Committee". Lenin, for example, officially functioned as the head of Soviet Russian government not as prime minister or as president, but as "Chairman of the Council of People's Commissars".[26][27] At the same time, the head of the state was first called "Chairman of the Central Executive Committee" (until 1938) and then "Chairman of the Presidium of the Presidium of the Supreme Soviet". In Communist China, Mao Zedong was commonly called "Chairman Mao", as he was officially Chairman of the Chinese Communist Party and Chairman of the Central Military Commission. Sam Ervin (right), chairman of the United States Senate Watergate Committee, 1973 In addition to the administrative or executive duties in organizations, the chair presides over meetings.[28] Such duties at meetings include: Calling the meeting to order Determining if a quorum is present Announcing the items on the "order of business", or agenda, as they come up Recognition of members to have the floor Enforcing the rules of the group Putting questions (motions) to a vote, which is the usual way of resolving disagreements following discussion of the issues Adjourning the meeting While presiding, the chair should remain impartial and not interrupt a speaker if the speaker has the floor and is following the rules of the group.[29] In committees or small boards, the chair votes along with the other members; in assemblies or larger boards, the chair should vote only when it can affect the result.[30] At a meeting, the chair only has one vote (i.e. the chair cannot vote twice and cannot override the decision of the group unless the organization has specifically given the chair such authority).[31] The powers of the chair vary widely across organizations. In some organizations they have the authority to hire staff and make financial decisions. In others they only make recommendations to a board of directors, or may have no executive powers, in which case they are mainly a spokesperson for the organization. The power given depends upon the type of organization, its structure, and the rules it has created for itself. If the chair exceeds their authority, engages in misconduct, or fails to perform their duties, they may face disciplinary procedures. Such procedures may include censure, suspension, or removal from office. The rules of the organization would provide details on who can perform these disciplinary procedures.[32] Usually, whoever appointed or elected the chair has the power to discipline them. There are three common types of chair in public corporations. The chief executive officer (CEO) may also hold the title of chair, in which case the board frequently names an independent member of the board as a lead independent director.[33] This position is equivalent to the position of président-directeur général in France.[citation needed] Executive chair is an office separate from that of CEO, where the titleholder wields influence over company operations, such as Larry Ellison of Oracle, Douglas Flint of HSBC and Steve Case of AOL Time Warner. In particular, the group chair of HSBC is considered the top position of that institution, outranking the chief executive, and is responsible for leading the board and representing the company in meetings with government figures. Before the creation of the group management board in 2006, HSBC's chair essentially held the duties of a chief executive at an equivalent institution, while HSBC's chief executive served as the deputy. After the 2006 reorganization, the management cadre ran the business, while the chair oversaw the controls of the business through compliance and audit and the direction of the business.[34][35][36] Non-executive chair is also a separate post from the CEO; unlike an executive chair, a non-executive chair does not interfere in day-to-day company matters. Across the world, many companies have separated the roles of chair and CEO, saying that this move improves corporate governance. The non-executive chair's duties are typically limited to matters directly related to the board, such as:[37] Chairing the meetings of the board. Organizing and coordinating the board's activities, such as by setting its annual agenda. Reviewing and evaluating the performance of the CEO and the other board members. Christina Magnuson, as chairman,[38] presides over the 2016 annual meeting of the Friends of the Ulriksdal Palace Theater. Many companies in the US have an executive chair; this method of organization is sometimes called the American model. Having a non-executive chair is common in the UK and Canada; this is sometimes called the British model. Expert opinion is rather evenly divided over which is the preferable model.[39] There is a growing push by public market investors for companies with an executive chair to have a lead independent director to provide some element of an independent perspective.[40][41] The role of the chair in a private equity-backed board differs from the role in non-profit or publicly listed organizations in several ways, including the pay, role and what makes an effective private-equity chair.[42] Companies with both an executive chair and a CEO include Ford,[43] HSBC,[44] Alphabet Inc.,[45] and HP.[46] A vice- or deputy chair, subordinate to the chair, is sometimes chosen to assist and to serve as chair in the latter's absence, or when a motion involving the chair is being discussed.[47] In the absence of the chair and vice-chair, groups sometimes elect a chair pro tempore to fill the role for a single meeting.[48] In some organizations that have both titles, deputy chair ranks higher than vice-chair, as there are often multiple vice-chairs but only a single deputy chair.[49] This type of deputy chair title on its own usually has only an advisory role and not an operational one (such as Ted Turner at Time Warner).[50] An unrelated definition of vice- and deputy chairs describes an executive who is higher ranking or has more seniority than an executive vice-president (EVP). Executive director Non-executive director Parliamentary procedure in the corporate world President (corporate title) ^ a b c Robert, Henry M.; et al. (2011). Robert's Rules of Order Newly Revised (11th ed.). Philadelphia, PA: Da Capo Press. p. 22. ISBN 978-0-306-82020-5. ^ Robert 2011, p. 448 ^ Sturgis, Alice (2001). The Standard Code of Parliamentary Procedure (Fourth ed.). New York: McGraw-Hill. p. 163. ISBN 978-0-07-136513-0. ^ "Chairing". Cambridge Dictionary (Online ed.). Retrieved 22 January 2024. ^ Hellinger, Marlis, ed. (2001). Gender across languages: The Linguistic Representation of Women and Men (IMPACT: Studies in Language and Society). Amsterdam: Benjamins. p. 125. ISBN 90-272-1841-2. ^ "Chairperson". Merriam-Webster. Retrieved 2014-01-10. ^ a b Sturgis 2001, p. 11 ^ "moderator". Chambers 21st Century Dictionary via Search Chambers. Edinburgh: Chambers Harrap. ^ Although convener means someone who summons (convenes) a meeting, the convener may take the chair. The Oxford English Dictionary (2nd edition, 1989) offers this citation: 1833 Act 3–4 Will. IV, c. 46 §43 "The convener, who shall preside at such committee, shall be entitled to a casting vote." This meaning is most commonly found in assemblies with Scottish heritage. ^ "The many roles of the Speaker". New Zealand Parliament. Office of the Speaker, Parliament of New Zealand. 2006-02-01. Archived from the original on 2019-05-09. Retrieved 2019-05-09. ^ "About Parliament: The Lord Speaker". Parliament of the United Kingdom. Archived from the original on 2008-06-09. Retrieved 2008-10-23. ... responsibilities of the Lord Speaker include chairing the Lords debating chamber,... ^ Merriam-Webster's dictionary of English usage. Springfield, Mass.: Merriam-Webster. 1993. p. 235. ISBN 0-87779-132-5. ^ "Chairman". Dictionary.com Unabridged (v 1.1). 2006. Retrieved 2008-10-22. ^ See also the American Heritage Dictionary, the Oxford English Dictionary, the online edition of the current Merriam-Webster Dictionary, Word Origins by Anatoly Liberman (page 88), Merriam-Webster's Dictionary of English Usage (page 235) ^ *Margrit Eichler (28 October 2013). Nonsexist Research Methods: A Practical Guide. Routledge. p. 14. ISBN 978-1-134-97797-0. Typically, these analyses pointed out the use of so-called generic male terms as sexist... As a consequence of these critiques, guides were published that replaced so-called generic male terms with truly generic terms: policeman became police officer; fireman, fire fighter; postman, mail carrier; workman, worker; chairman, chairperson; mankind, humanity; and so on. Barrie Thorne; Nancy Henley (1975). Language and Sex: Difference and Dominance. Newbury House Publishers. p. 28. ISBN 9780883770436. Is it possible to change sexist language? ... Much of the debate has centered around two types of change: the coining of new terms (such as Ms. to replace Miss/Mrs., and chairperson to replace chairman and chairwoman), and various proposal to replace he as the generic third person singular pronoun. Dale Spender (1990). Man Made Language. Pandora. pp. 29–30. ISBN 978-0-04-440766-9. Another factor which we must bear in mind is that women need more words - and more positive words - not less. The removal of sexist words would not leave a large repertoire of words for women to draw upon! ... Some attempts have been made to modify sexist words and there arc signs that this on its own is insufficient to reduce sexism in language. Words such as police officer and chairperson have been an attempt to break away from the negative value which female words acquire by the creation of sex-neutral terms "The language of gender". Oxford Living Dictionary. Oxford University Press. Archived from the original on 2019-05-10. Retrieved 2019-05-20. People also object to the use of the ending -man in words referring to professions and roles in society, for example postman, spokesman, or chairman. Since women are generally as likely as men to be involved in an occupation or activity nowadays, this type of word is increasingly being replaced by gender-neutral terms, e.g. postal worker, spokesperson, or chair/chairperson. "Chairman - More About". Oxford Learner's Dictionary. Oxford University Press. Archived from the original on May 30, 2017. Retrieved 2019-05-20. When you are writing or speaking English it is important to use language that includes both men and women equally. Some people may be very offended if you do not ... Neutral words like assistant, worker, person or officer are now often used instead of -man or -woman in the names of jobs ... Neutral words are very common in newspapers, on television and radio and in official writing, in both British English and North American English. "Chairman - Note". Cambridge Dictionary. Cambridge University Press. Retrieved 2019-05-20. Although chairman can refer to a person of either sex, chairperson or chair is often preferred to avoid giving the idea the person is necessarily male. "Chairperson (usage note)". Dictionary.com. Retrieved 2019-05-20. Chairperson has, since the 1960s, come to be used widely as an alternative to either chairman or chairwoman. This change has sprung largely from a desire to avoid chairman, which is felt by many to be inappropriate and even sexually discriminatory when applied to a woman ... Chairperson is standard in all varieties of speech and writing. "Chairman (usage note)". Macmillan Dictionary. Springer. Retrieved 2019-05-20. Many people prefer to say chair or chairperson, because the word chairman suggests that the person in this position is always a man. "Chairman (usage note)". The American Heritage Dictionary. Houghton Mifflin Harcourt. Retrieved 2019-05-20. These compounds sometimes generate controversy because they are considered sexist by some people who believe that -man necessarily excludes females. Others believe that -man, like the word man itself, is an accepted and efficient convention that is not meant to be gender-specific. "Chairman (usage note)". Collins English Dictionary. Retrieved 2019-05-20. Chairman can seem inappropriate when applied to a woman, while chairwoman can be offensive. Chair and chairperson can be applied to either a man or a woman; chair is generally preferred to chairperson Marshall Cavendish Corporation (2010). Sex and society Volume 1: Abstinence – Gender Identity. New York: Marshall Cavendish Reference. p. 300. ISBN 978-0-7614-7906-2. Zinsser, William (2007). On writing well : the classic guide to writing nonfiction (30. anniversary ed., 7. ed., rev. and updated, [Nachdr.] ed.). New York: HarperCollins. p. 81. ISBN 978-0-06-089154-1. ^ Quinn, Simon (2009). Debating in the World Schools style: a guide. 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ISBN 978-1-135-75840-0. On 26 October 1917, Lenin announced the creation of the Council of People's Commissars, having rejected the traditional title of minister as being too "bourgeois", and named himself the "Chairman of the Council". ^ Robert 2011, p. 449 ^ Robert 2011, p. 44: "The presiding officer must never interrupt a speaker simply because he knows more about the matter than the speaker does." ^ "Frequently Asked Questions about RONR (Question 1)". The Official Robert's Rules of Order Web Site. The Robert's Rules Association. Archived from the original on 2004-11-12. Retrieved 2015-12-17. ^ Robert 2011, p. 406 ^ "Frequently Asked Questions about RONR (Question 20)". The Official Robert's Rules of Order Web Site. The Robert's Rules Association. Archived from the original on 2004-11-12. Retrieved 2015-12-24. ^ Plouhinec, Marion (25 November 2018). "The Role of the Lead Independent Director". The Harvard Law School Forum on Corporate Governance. 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Retrieved from " Target, Ahold Delhaize, Seven & I Holdings, Tesco, Carrefour, Aldi, Kroger, Schwarz Gruppe, Costco & Walmart are our Top 10 largest food retail chains... ArtículosTendenciasPopularPreguntado por: David Esteve | Última actualización: 27 de septiembre de 2022Puntuación: 4.5/5 (62 valoraciones) Entre las marcas más representativas de la compañía en el mercado de refrescos carbonatados se encuentran Pepsi, Kas, Seven Up, Bitter Kas y On Limit, mientras que en el de las bebidas sin gas destacan Radical Fruit Company, Tropicana, Gatorade, Lipton Ice Tea, Kasfruit, Aquafina y Mosto Greip.¿Qué produce la Pepsi?Nuestro portafolio de botanas, bebidas gaseosas, lácteos, jugos y granos comprende marcas famosas en todo el mundo, como Pepsi, Lays, Tropicana y Avena Quaker, junto con las amadas marcas locales, como Sopas Alvalle, Crujientes Walkers, Jugo Copella, Nueces Duyvis, comida de bebé; Agusha y botanas Simba.¿Qué distribuye Pepsi?Estas marcas incluyen Lay, Kurkure, Chipsy, Doritos, Cheetos y Smith's, muchos cereales y botanas de la marca Quaker, concentrados de bebidas, jarabes y productos terminados bajo diversas marcas, como Pepsi, Mirinda, 7UP, Mountain Dew, Aquafina y Tropicana.¿Qué productos vende PepsiCo en Colombia?En Colombia estamos presentes desde 1947 con marcas como papas Margarita, Quaker, Pepsi, Natuchips, De Todito, Gatorade, Doritos, Chokis, entre otros.¿Cuáles son los ingredientes de la Pepsi?Agua carbonatada, azúcar, colorante: E-150d, acidulante: E-338, aromas (contiene cafeína), edulcorantes: acesulfamo K y sucralosa.43 preguntas relacionadas encontradasPepsiCo tiene cuatro de las marcas de botanas más vendidas en México: Cheetos, Sabritas, Doritos y Ruffles, y cuatro de galletas: Emperador, Marías, Cremax y Saladitas. A decir de la compañía, Sabritas es la primera marca que viene a la mente de los consumidores cuando se habla de papas fritas y saladas.Bimbo.Coca-Cola.Crush.Fanta.Inca Kola.Schweppes.Sprite.De acuerdo con un estudio de la firma, América Latina abarca el 40% de las ventas globales de Coca-Cola, mientras que Estados Unidos es el principal mercado de Pepsi.PepsiCo es una corporación multinacional estadounidense de alimentos, snacks y bebidas con sede en Harrison, NY. El negocio de PepsiCo abarca todos los aspectos del mercado de alimentos y bebidas. Pepsico es dueña de la bebida que hoy día conocemos como Pepsi, pues ésta se encarga de comercializarla en todo el mundo.Las marcas de agua embotellada con más presencia son: Bonafont (adquirida por los franceses en 1985) del Grupo Danone, que recauda 38% de los ingresos que genera el rubro; Ciel de Coca Cola (que llegó a México en 1996), con 25% de recaudación y EPura (creada en 2004) de Pepsico, con 19%.Los clientes de Pepsi pertenecen principalmente al grupo de edad de 13 a 35 años. En otras palabras, se puede decir que es una marca para los millenials. Pepsi ha mantenido una estrategia de precios que la ha convertido en una marca asequible.Pepsi y Caleb Bradham La bebida del farmacéutico se daría a conocer gracias al nombre de Pepsi-Cola. El nombre es fruto de la combinación de los términos Pepsina, una enzima digestiva que se crea en el estómago, y Cola, derivado de la nuez de cola.The Coca-Cola Company ha ganado más que PepsiCo en 2021, pero factura la mitad que su rival (el cual vende refrescos y aperitivos).En este contexto, Coca-Cola conserva el título de la marca de refrescos más valiosa y fuerte del mundo con un valor de marca de 34.2 mil millones de euros. La crisis generada tras la pandemia de la COVID-19 ha afectado a casi todos los sectores de la economía.Para satisfacer los distintos gustos y necesidades contamos con más de 80 marcas en nuestro portafolio, del cual, el 45 por ciento es bajo o sin calorías.Coca-Cola FEMSA: volumen de ventas por producto 2021 De esas, 2.721 millones de cajas fueron de bebidas gaseosas, el principal producto de la compañía. Agua en todas sus presentaciones alcanzó las 495 millones de cajas, y bebidas sin gas sumaron 242 millones de cajas.Coca Cola. ¿Y Coca Cola? El gigante de las bebidas azucaradas posee otros productos además de su creación estrella. Fanta, Sprite, la bebida energética Burn, Aquarius, los zumos de Minute Maid o el agua embotellada de Bonaqua son algunos de ellos.El refresco Coca Cola por años ha sido el favorito de muchos por lo que sigue prevaleciendo en el primer lugar, con la venta anual de mil 600 millones de unidades y Diet Coke con 927 millones yPepsi ha bajado al tercer lugar con 892 millones de refrescos vendidos.1. Nestlé: Tiene sede en Suiza y un valor de mercado $ 229.5 mil millones. Cuenta más de 328,000 empleados y más de 2000 marcas en 191 países de todo el mundo. 2.PepsiCo registró 3.924 millones de dólares estadounidenses en ingresos netos en México en 2020, representando una ligera baja frente a los 4.190 millones de dólares en el año anterior. En 2021, la compañía americana obtuvo 4.580 millones de dólares en ingresos netos en suelo mexicano.Coca-Cola, con un valor de aproximadamente 90.000 millones de dólares estadounidenses, se posicionó como la marca de bebidas más valiosa del mundo en 2022.Los clientes han descubierto algo curioso sobre el logotipo de Pepsi. Si lo pone al revés, el nombre de la empresa dice «isded», que casi suena como «está muerto». El descubrimiento dio lugar a innumerables memes de Internet y videos de YouTube donde la gente voltea las botellas de Pepsi.La gaseosa más antigua que aún se comercializa es la colombiana Kola Roman (1865), seguida de la ecuatoriana Fioravanti (1878), después le sigue la mexicana Toni Col (originalmente conocida como Tony-Co) producida desde 1887.Al reciente fracaso de Nativa, la gaseosa sabor mate de Coca-Cola, se suma la discontinuidad de la mayoría de las presentaciones de Pepsi Twist, la gaseosa cola con limón que Pepsico lanzó hace dos años. Las 22 mejores marcas mundiales de PepsiCo son Gatorade, Pepsi, Tropicana, Lay's, Mountain Dew, Doritos, Diet Pepsi, Lipton, 7Up, Quaker, Cheetos, Mirinda, Aquafina, Ruffles, Tostitos, Pepsi Max, Sierra Mist Fritos, Diet Mountain Dew, bebidas listas para tomar de Starbucks, Brisk y Walkers. Cada marca abarca numerosos productos bajo su paraguas. PepsiCo Inc. es un fabricante estadounidense de alimentos y bebidas con sede en Purchase, N.Y. La compañía tiene intereses en la producción, comercialización y distribución de bebidas, bocadillos y otros productos. La compañía fue fundada después de que Frito-Lay Inc. se convirtiera en parte de Pepsi-Cola Company en 1965. Desde entonces, PepsiCo se ha expandido de su producto estrella, Pepsi, a una amplia gama de alimentos y bebidas. Las marcas más importantes son Tropicana y Quaker Oats. Tropicana fue adquirida en 1998, y Quaker Oats es el resultado de una fusión en 2001. Los productos de PepsiCo se distribuyeron en más de 200 países a partir de 2012, con ingresos de más de $ 43 mil millones. PepsiCo es el segundo mayor negocio de bebidas y alimentos a nivel mundial basado en ingresos netos, y es el más grande de América del Norte. A partir de 2013, la compañía empleó a unas 274,000 personas en todo el mundo. La corporación y la distribución de bebidas son realizadas por la corporación y, en ciertas áreas, por compañías embotelladoras con licencia que son independientes de PepsiCo. PepsiCo es una empresa de origen norteamericana con presencia en México, muchos de sus productos los hemos consumido desde muy pequeños y no pueden faltar en las tiendas, centros comerciales, negocios de comida y reuniones familiares. Así que si eres una persona curiosa y te interesa saber un poco de los productos que las empresas manejan, te invitamos a que conozcas las marcas que forman a la familia de PepsiCo. ¿Cuáles son las marcas de PepsiCo? PepsiCo inició siendo dueña de un refresco, pero esa historia te la contaremos después, actualmente cuenta con 22 marcas dentro de su catálogo, siendo las más emblemáticas Sabritas, Gamesa, Gatorade, Quaker, Pepsi, Sonrics. Los productos de estas marcas van desde alimentos y bebidas, siendo algunos de ellos parte de los nuevos lanzamientos. Una de las cosas que busca esta empresa es la crear sonrisas en los consumidores, razón por la cual buscan la manera de crear sus productos lo más sostenibles posible. Alimentos PepsiCo tiene bajo su catálogo alimentos que van desde galletas, cacahuates y frituras, las cuales son: Galletas GAMESA Mafer Sabritas Doritos POPCORNERS Quaker Sunbites Cheetos Ruffles Fritos Kacang Tostitos Paketaxo Bebidas Dentro de las bebidas de PepsiCo está la famosa competencia de Coca-Cola, Pepsi. Sin embargo, esta no es la única de esta línea de bebidas, también se encuentran: Gatorade Mirinda 7UP Manzanita Sol Rockstar Gatorlyte Así es, Gatorlyte es de la misma empresa que Gatorade y si llegaste a pensar que se trataba de una copia, ahora ya sabes que son de la misma familia. Además, Gatorlyte está dentro de la categoría de nuevos lanzamientos junto a otros productos de Quaker, POPCPRNER, Gatorade y Mafer. Foto vía: Captura de pantalla Como puedes ver todos estos productos los has consumido al menos una vez en algún establecimiento de comida o en una reunión con tu familia o amigos. Ahora ya conoces cuáles son las marcas de PepsiCo, así como un poco de su cartera de productos. También ya entiendes por qué en las tiendas se dividen estos productos con lo de otra empresa, solo que solemos decir que son de la empresa de Sabritas, pero no, son de PepsiCo. Pepsi apareció por primera vez en el año 1893 en una farmacia. Fue Caleb Bradham quien empezó a distribuirla en Carolina del Norte. Además, su nombre no era el que hoy conocemos, sino que se conocía como el ‘refresco de Brad’. Pero poco después se cambió su nombre por el que conocemos hoy en día, ‘Pepsi Cola’. Pero no todo fue bien en esta empresa. En la gran depresión de los años 20, el futuro de la marca no estaba muy claro ya que sufrió muchos altibajos. Pero en 1938 comenzó a consolidarse y a ser la principal competencia de la compañía de Coca Cola. Ahora, a pesar de que Pepsi se encuentra por debajo de Coca Cola, es uno de los refrescos más vendidos. ¿Cuáles son esas variedades que más compramos? Vamos a conocerlas, es posible que aún no conozcas algunas de ellas ya que no se encuentran disponibles en todas partes del mundo. Es probable que nunca hayas visto esta Pepsi en tu supermercado, pero es una de las más vendidas en el país en el que se comercializa, en Japón. Este refresco de color verde tiene un singular sabor a pepino, de ahí su nombre, y es raramente refrescante. Eso sí, a la hora de tomarlo se hace bastante extraño debido al gas. Su característico color verde también es muy atractivo a la vista y es que todo aquello que se salga de la norma llama mucho la atención. Y este es un claro ejemplo de ello. En Japón es bastante popular, aunque no lo recomendamos como bebida habitual, simplemente para probarlo. Eso sí, el hecho de que en el país de oriente el gas sea mucho más sutil en las bebidas ayuda a que sea más fácil de beber. Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. ¿Cuáles son los nuevos sabores de Pepsi? Colección S'mores de edición limitada de Pepsi: cómo saben los 3 nuevos sabores. Los sabores de Pepsi inspirados en hogueras son Toasted Marshmallow, Graham Cracker y Chocolate . Las bebidas están diseñadas para ser mezcladas. ¿Que tiene la Pepsi Black? Agua carbonatada, azúcar, colorante: E-150d, acidulante: E-338, aromas (contiene cafeína), edulcorantes: acesulfamo K y sucralosa. No contiene alérgenos de obligada declaración. ¿Cuál es la mejor Pepsi o Coca-Cola? Por lo tanto, si está contando cada caloría y/o carbohidrato, Coca-Cola será su elección. Donde Coca-Cola sale como clara perdedora es en el contenido de sodio. Ya que, mientras Pepsi contiene 30 miligramos por lata, Coca-Cola tiene 45 miligramos, que es un 150% más. ¿Cómo se llama la Pepsi negra? Pepsi Black, Refresco Sabor Pepsi sin Azucar, lata de 355 mililitros. ¿Qué sabor tiene la Pepsi azul? Lanzada en 2002, Pepsi Blue fue una bebida con sabor a frutos del bosque promovida por la compañía de refrescos sin escatimar en recursos. La cantante Britney Spears fue contratada para atraer a los adolescentes hacia este nuevo producto. ¿Qué sabor es la Pepsi azul? Parecería de frutas, pero es de cola Por su color, se podría pensar que el sabor de la nueva Pepsi Blue es de frutas. - La gerente de Mercadeo de PepsiCo aclaró que existe una versión europea del producto, la Blueberry, que sabe a frambuesa. ¿Qué tipo de publicidad es Pepsi? Pepsi utiliza los medios de comunicacion mas vistos y escuchados por los consumidores, como la television, que es un medio en el cual logran llamr la atencion utilizando lo mejor para lograr lo mejor, tambien usan mucho lo que es la musica ya que saben que no hay persona que no le guste las fiestas, estar en ambiente, ... ¿Qué productos vende Pepsi Perú? Express. Gaseosa PEPSI Botella 500ml. PEPSI. Gaseosa PEPSI Botella 500ml. S/ 2.20. S/ 7.90 kg. ... Express. Gaseosa PEPSI Botella 750ml. PEPSI. Gaseosa PEPSI Botella 750ml. S/ 2.80. ... Express. Gaseosa PEPSI Botella 3L. PEPSI. Gaseosa PEPSI Botella 3L. S/ 9.50. ... Express. Gaseosa PEPSI Botella 355ml. PEPSI. Gaseosa PEPSI Botella 355ml. S/ 1.50. ¿Cuáles son los productos de Coca-Cola? Coca-Cola (conocida comúnmente como Coca en muchos países hispanohablantes; en inglés también conocida como Coke) es una bebida azucarada gaseosa vendida a nivel mundial en tiendas, restaurantes y máquinas expendedoras en más de doscientos países o territorios. ¿Es Pepsi un producto de Coca-Cola? Coca Cola es el refresco más conocido del mundo pero es una de estas empresas. Según el sitio web de Coca Cola, la empresa posee 200 marcas. Estos incluyen bebidas como Powerade, batidos Innocent y Fanta. Decir lo obvio, pero Coca Cola no es propietaria de Pepsi . ¿Qué gaseosas vende Pepsi? Las marcas de PepsiCo que hacen parte del portafolio de Postobón son H2Oh, Pepsi, Pepsi Light, Pepsi Black, 7UP, Montain Dew, Gatorade y Lipton Tea. Los productos de PepsiCo son disfrutados por consumidores más de mil millones de veces al día en más de 200 países y territorios alrededor del mundo. ¿Dónde se vende más Pepsi en el mundo? De acuerdo con un estudio de la firma, América Latina abarca el 40% de las ventas globales de Coca-Cola, mientras que Estados Unidos es el principal mercado de Pepsi. ¿Dónde se vende más Pepsi? PepsiCo en el mundo Hoy está presente en unos 200 países y su mayor mercado está en América, de donde proviene nada menos que el 69% de todos sus ingresos netos. En Europa ingresa otro 20%, y el 11% restante se distribuye entre África, Asia y Oriente Medio. ¿Cuál es el producto Pepsi más popular? Mountain Dew no solo es el mejor producto de Pepsi, sino también la mejor marca de refrescos convencional de todos los tiempos. Con una asombrosa línea de productos y una línea aún más asombrosa de productos descontinuados, simplemente no puedes superar la genialidad de DEW. ¿Que se bebe más Pepsi o Coca-Cola en EEUU? En cambio, en el 2021, Coca-Cola bajó al número 16 del top 100, y Pepsi desapareció. A pesar de esta caída en el ranking, Coca-Cola sigue siendo la marca líder de bebidas carbonatadas en Estados Unidos, con una cuota de mercado del 44.9 %. Pepsi ocupa el segundo lugar, con una cuota de mercado del 25.9 %. ¿Cuántos tipos de refrescos hay? El mercado estadounidense incluye casi 450 refrescos diferentes. Una de cada cuatro bebidas consumidas en Estados Unidos hoy en día es un refresco. El niño promedio bebe más de 500 latas de refresco al año. ¿Cuál es el refresco número 1 en el mundo? Coca-Cola ha recorrido un largo camino desde que el Dr. John Pemberton vendió el primer vaso en una farmacia del centro de Atlanta en 1886. ¿Qué es esto? Este famoso refresco no es solo el refresco más popular en los EE. UU., sino que ha dominado el mercado mundial durante décadas. ¿Cómo se llama la nueva Pepsi? Nuevo sabor de Pepsi llamado Pepsi x Peeps. ¿Cuál es la gaseosa más rica del mundo? Mountain Dew, refresco cítrico fabricado por la compañía PepsiCo, se mantuvo en la primera posición por segundo año consecutivo. Su valor para este año se calcula en US$2.737 millones. La bebida Diet Coke, producida por The Coca-Cola Company está valorizada en US$11.653 millones y ocupa la segunda posición. ¿Dónde se bebe más Pepsi? En 2021, Estados Unidos fue, por mucho, el país que registró la mayor ingesta per cápita de refrescos. En concreto, se consumieron aproximadamente 224,5 litros por persona de este tipo de bebidas dentro de las fronteras estadounidenses. Japón y Reino Unido se situaron en segunda y tercera posición respectivamente. ¿Cuál es el refresco más viejo? La gaseosa más antigua que aún se comercializa es la colombiana Kola Roman (1865), seguida de la ecuatoriana Fioravanti (1878), después le sigue la mexicana Toni Col (originalmente conocida como Tony-Co) producida desde 1887. ¡Haz clic para puntuar esta entrada! Subir Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Ángel Méndez, profesor de la Escuela Bancaria Comercial (EBC), comenta que empresas como PepsiCo, al tener participación de diversos segmentos del mercado pueden atraer a diferentes consumidores, y al mismo tiempo, que blinda sus operaciones financieras. “Si alguna de sus divisiones de negocio le va mal, puede compensar con otra de sus divisiones, incluso compensar pérdidas y mitigar riesgos”, declara. La empresa estadounidense tiene un valor de mercado de 257,230 millones de dólares, de acuerdo con datos de Investing. A lo largo de las décadas que PepsiCo tiene en el mercado, la rivalidad con Coca-Cola ha marcado el paso. La comparación entre las bebidas por su parecido ha llevado a la disputa por la preferencia de una u otra bebida entre los consumidores. Pepsi ha utilizado las oportunidades para dar a conocer sus diferencias, como la campaña que llevó por nombre “El reto Pepsi”, que se desplegó en México en 1995, y que consistía en dar a los consumidores un vaso con cada una de las bebidas para que eligiera su favorita. Pepsi se comercializó por primera vez en 1893 y fue un invento del químico farmacéutico Caleb Davis Bridn. En un inicio fue conocido como Brad Drink y era vendida en la botica del creador, ubicada en la localidad de New Bern, en Carolina del Norte, en Estados Unidos, pero cambió su nombre en 1898 para hacer un guiño a la enzima digestiva pepsina, uno de los ingrediente de la receta de la bebida. En 1903 trasladó la planta embotelladora a un almacén que alquiló para este propósito. Aunque no todo ha sido éxito para la empresa estadounidense, que en 1923 se declaró en bancarrota, azotada por la abrupta caída en el precio del azúcar, después de que hicieran compras adelantadas, después de que adquieran grandes cantidades del endulzante en un contexto de alzas constantes. Uno de los pasos más relevantes para Pepsi Cola llegó en 1965, cuando se fusionó con Frito-Lay, “un matrimonio hecho en el cielo; una sola compañía que ofreciera las mejores botanas saladas junto con el mejor refresco de cola del mundo”, se lee en su página web. Con la formación de PepsiCo, la empresa explora la industria de los alimentos y bebidas y ha sumado a su portafolio marcas como Quaker, Gatorade y Tropicana. En la actualidad, la consta de seis divisiones: PepsiCo Bebidas Norteamérica, Frito-Lay Norteamérica, Quaker Alimentos Norteamérica, Latinoamérica, Europa y África Subsahariana y Asia, Medio Oriente y Norte de África. PepsiCo llegó a México en 1907, con la industrialización del país. Uno de sus movimientos fue la compra de la marca Sabritas, en 1966, lo que significó su consolidación en el segmento de botanas en el que actualmente tiene marcas como Sabritas, Doritos y Chetos. En el mercado nacional, PepsiCo también fundó Sonrics en 1984, marca con la que entró en el segmento de confites, y que logró popularizarse rápidamente, y que mantiene en el mercado las famosas marcas Rockaleta y Tix Tix. En 1990 PepsiCo compró a Gamesa, una marca de galletas oriunda de Monterrey. Once años más tarde, en 2001, con la fusión global con Quaker, los productos de la empresa de snacks hechos con avena, como barritas, llegaron a los supermercados mexicanos. El portafolio de la empresa no paraba de crecer y en 2002 adquirió a Mafer, conocida por la fabricación de cacahuates y botanas, categoría que en la actualidad también considera los productos de la marca Don Nopal. Entre otras de las marcas que PepsiCo distribuye en México y el mundo están las papas Lays, Gatorade, Tostitos, Bubbly, Sabra, Rold Golp. Entre las marcas de bebidas están 7Up, Mirinda y Manzanita Sol, y entre las de Sabritas están Ruffles, Rancheritos y Fritos. “Con este tipo de segmentación y estrategias comerciales, que les permite tener ciertos beneficios como manejar costos y optimizar tiempos de entrega. Es hacer una eficiencia dentro de su operatividad”, comenta Méndez. "Our governance starts at the top of PepsiCo," Anna Palazij, PepsiCo's vice president of ESG reporting and strategic investments, said. PepsiCo This story is available exclusively to Business Insider subscribers. Become an Insider and start reading now. For years, PepsiCo has been a leader in the ESG space. The company has aggressive sustainability goals over the next decade. Here's how the company is planning to bolster sustainability internally, and throughout the industry. This article is part of the "Financing a Sustainable Future" series exploring how companies take steps toward funding and setting their own sustainable goals. PepsiCo — the parent company of iconic brands like Pepsi, Lay's, Gatorade, and Quaker Old Fashioned Oats — has been committed to environmental, social, and governance, or ESG, initiatives for several years. In 2021, the consumer packaged goods company expanded that commitment with the debut of PepsiCo Positive, a strategic sustainability and governance plan focusing on three pillars: agriculture, value chain, and choices. "It's a strategic end-to-end transformation with sustainability and human capital at the center," Anna Palazij, PepsiCo's vice president of ESG reporting and strategic investments, told Insider. "What we're trying to do is transform the way we source our products in a more sustainable way, how we manufacture our products, and how we bring them to consumers." PepsiCo has been a leader in the ESG space. The company recently ranked second on the 2022 list of 100 Best Corporate Citizens by 3BL Media, and it's made the list every year since 2009. Palazij said PepsiCo Positive aims to drive growth internally and throughout the consumer packaged goods (CPG) industry. Expanding its ESG commitment comes as investors, suppliers, stakeholders, and customers are asking for more commitments on sustainability. The CPG industry is also feeling strained through droughts and hotter temperatures. Governance is crucial to all of this because it ensures companies are setting goals, tracking performance, and reporting to stakeholders to ensure accountability. "We knew that now was the time to act, and we felt a responsibility and an opportunity," Palazij said. PepsiCo has been a leader in the ESG space. Roberto Machado Noa/LightRocket via Getty Images PepsiCo Positive is a standalone ESG program to help the company grow and become more resilient for the future. It's embedded into the company's overall financial framework, Palazij said. PepsiCo issued a $1 billion green bond in 2019 to produce a more sustainable food system by focusing on better packaging, decarbonization of operations and supply chain, and water sustainability. At the end of 2020, PepsiCo had distributed $858 million of the bond, which had helped reduce greenhouse gas emissions and water use and improve energy efficiency. Here's a look at how PepsiCo is transforming its business operations to produce products more sustainably. Sustainability and governance are interconnected Governance is intertwined with PepsiCo's ESG goal-setting and progress reporting. PepsiCo aligns its sustainability efforts with the Science-Based Targets initiative, which ensures it's meeting ambitious goals that follow the latest climate science. For example, the company plans to reach net-zero emissions by 2040 — meaning the greenhouse gas emissions produced are balanced with emission reductions — and be net water positive by 2030, in which the company will replenish more water than it uses. In 2020, PepsiCo achieved 100% renewable electricity in its US operations, which is the company's largest market, and plans to expand that to 15 countries by the end of 2021. Progress on sustainability is reviewed by the Executive Council, which comprises members of the executive leadership team. "Our governance starts at the top of PepsiCo," Palazij said, adding that executive compensation is tied to sustainability performance and progress. PepsiCo regularly shares progress on ESG initiatives with stakeholders, including investors and consumers. The company provides updates on its website, where it lists details for more than 50 ESG topics, including environmental impact, people, product and nutrition, and ethics and governance. "We continue to look at what's needed to be transparent and tell our story, but in an authentic and transparent way, and we align our reporting to that," Palazij said. Supporting people and communities is central to the value chain commitment Creating a safe and equitable environment for employees, the communities it reaches, and everyone involved in its supply chain is a key part of PepsiCo's initiatives. Related stories "People are such an important part of PepsiCo and sustainability as a whole, and ultimately our PepsiCo Positive agenda looks at how we drive better outcomes for people and the planet," Palazij said. And that spans the full value chain from the farmers who grow the crops to the consumers who enjoy them. Anna Palazij is PepsiCo's vice president of ESG reporting and strategic investments. PepsiCo PepsiCo plans to expand regenerative farming across 7 million acres and so far has rolled out regenerative farming on 345,000 acres. The company, Palazij said, is committed to improving the livelihood of the 250,000 people in its agriculture supply chain through partnerships with the National Black Growers Council and the US Agency for International Development. PepsiCo plans to sustainably source 100% of ingredients, like oats and potatoes — a goal it's already achieved in some countries. The company also hopes to provide safe water access to 100 million people by 2030, and Palazij said the company now delivers water to 68 million people globally. Building diverse, inclusive, and equitable workplaces across the company is part of its commitment to people. In 2020, PepsiCo launched the Racial Equity Journey with plans to invest $570 million in the next five years to support Black and Hispanic businesses and communities. PepsiCo also pledged $100 million through 2025 to support opportunities for women in the workforce. Driving ESG innovation to improve the packaged goods industry PepsiCo's recognition for its ESG initiatives helps validate the value of the company's work and shows that it's resonating with stakeholders and others in the industry, Palazij said. The company seeks to drive innovation in sustainability through its PepsiCo Labs program, which works with venture capital to identify new technology to help accelerate its sustainability agenda. PepsiCo champions innovation from competitors, which ultimately improves the CPG sector as a whole. "Consumers consume our products more than a billion times a day, so we have a unique opportunity from a size and scale standpoint to transform," Palazij said. "We think that is both an obligation and an opportunity to change the way business is done. It goes beyond the competition with others because we want everyone engaged in this collaboration."