

INSIGHTS RECOGNITION PROGRAM

WELCOME TO EGYPT!

Congratulations on winning the Grand Prize of PepsiCo's Insights Recognition program!



We're excited to introduce you to Egypt's Consumers, Cuisine and Culture!

Your Goals This Expedition:

Solve two Business Challenges in Egypt:

1. How to Re-ignite Chipsy through successful premium innovation?
2. How to Attract younger consumers with a compelling "natural" alternative to Schweppes?



IMMERSE

Consumer, Culture, Cuisine

SHARE

what you learn with your colleagues around the world.

HAVE FUN!

Experience the rich history, vibrant culture and welcoming people of Egypt.



BUSINESS CHALLENGE TEAMS

Beverages

1. Carl Persson
2. Amelie von Below
3. Farooq Soomro
4. Jaime Friedman
5. Vikas Mirgane



Resource

1. Baheya Obeid
2. Karim Fanous

Snacks

1. Paul Matchett
2. Fausde Valencia
3. Jeff Williams
4. Lauren Bernardo
5. Michelle Leonardo

Facilitators

1. Maureen Devane
2. Jillian Cook