



FOR IMMEDIATE RELEASE

Quaker®'s popular Crispy Minis® brand now made with whole grain brown rice; new rice chips flavour introduced

Crispy Minis Affiliates with Whole Grain Council; Unveils new Sweet Chili rice chips

Mississauga, ON – April 6, 2010 – Snackers can benefit from new options thanks to the *Quaker* brand, which has re-introduced its *Crispy Minis* products to feature whole grain brown rice.

To further its commitment to delivering whole grain goodness, *Quaker* has also associated *Crispy Minis* with the Whole Grains Council, www.wholegrainscouncil.org, a non-profit consumer advocacy group working to increase consumption of whole grains for better health. The Whole Grains Council stamp now appears on the majority of *Crispy Minis* packaging.

As part of the *Crispy Minis* renovation, the name is now its own brand, and refers to all *Quaker* rice-based snacks including *Crispy Minis* Rice Chips, *Crispy Minis* Bite Size Rice Chips, *Crispy Minis* Rice Cakes, and *Crispy Minis* Delights Cookies.

“At *Quaker*, we strive to provide great tasting, wholesome products. We understand that Canadians want to feel good about the snacks they eat and serve to their families and friends,” said Kathryn Matheson, Vice-President of Marketing – *Quaker*, PepsiCo Canada. “The new *Quaker Crispy Minis* deliver on consumers’ desires for better choices with our tasty, whole grain snack options.”

In addition to the whole grain product renovation, *Quaker Crispy Minis* rice chips brand has also introduced a new Sweet Chili rice chips flavour. With this line expansion, there are now 10 rice chips flavours including BBQ, Butter Popcorn, Caramel Kettle Corn, Cheddar, Crunchy Dill, Ketchup, Salt & Vinegar, Sea Salt & Lime and Sour Cream & Onion.

“We believe the new Sweet Chili flavour is going to be a winner. It excites taste buds with its mix of heat and sweetness. We’re confident that Canadian snackers will really enjoy the taste and the whole grain reformulation,” said Matheson.

The new whole grain *Quaker Crispy Minis* rice-based snacks are now available at major grocery and retailers across Canada in the snack aisle. The suggested retail price ranges from \$1.99 to \$2.79.

About the *Quaker* brand and PepsiCo Canada

The *Quaker* brand provides the whole grain goodness of oats in a power-packed line of popular products from oatmeal to cereals and snack bars and whole grain rice snacks, including *Quaker* Instant Oatmeal, Quick *Quaker* Oats, *Quaker* Oatmeal *Squares*™ Cereal, *Quaker* Granola Bars and *Quaker Crispy Minis* products. For more information, visit www.quakeroats.ca. *Quaker* is one of PepsiCo Canada’s flagship brands.

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PepsiCo's businesses in Canada are organized into two business units. PepsiCo Foods Canada (PFC), includes Frito Lay Canada and the *Quaker* Foods & Snacks business. PepsiCo Beverages Canada (PBC), includes Pepsi-Cola Canada, Gatorade and Tropicana. For more information, please visit www.pepsico.ca.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. The main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to consumers in over 200 countries, including Canada. With more than \$43 billion in worldwide 2008 revenues, PepsiCo employs 198,000 worldwide who are united by our unique commitment to sustainable growth, called *Performance with Purpose*. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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