

PEPSICO INC  
Form 8-K  
March 24, 2008

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**Form 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of**

**The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): March 24, 2008**

**PepsiCo, Inc.**

(Exact name of registrant as specified in its charter)

**North Carolina**  
(State or other jurisdiction

of incorporation)

**1-1183**  
(Commission File Number)

**13-1584302**  
(IRS Employer

Identification No.)

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**700 Anderson Hill Road, Purchase, New York**  
(Address of Principal Executive Offices)

**10577**  
(Zip Code)

**Registrant's telephone number, including area code: (914) 253-2000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written Communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01. Other Events**

As previously communicated, in the fourth quarter of 2007, PepsiCo (the Company) announced a strategic realignment of its organizational structure into three new business units, as follows:

- (1) PepsiCo Americas Foods (PAF), which includes Frito-Lay North America (FLNA), Quaker Foods North America (QFNA) and all of the Company's Latin American food and snack businesses (LAF), including the Sabritas and Gamesa businesses in Mexico;
- (2) PepsiCo Americas Beverages (PAB), which includes PepsiCo Beverages North America (PBNA) and all of the Company's Latin American beverage businesses; and
- (3) PepsiCo International (PI), which includes all of the Company's businesses in the United Kingdom, Europe, Asia, Middle East and Africa.

Beginning in 2008, the Company's three business units are now comprised of six reportable segments, as follows:

FLNA,

QFNA,

LAF,

PAB,

United Kingdom & Europe, and

Middle East, Africa & Asia.

This Form 8-K provides a summary of the effects of the above reporting change on the Company's historical segment results on a reported and comparable basis. This change in segment reporting does not revise or restate the Company's previously reported consolidated financial statements. The Company is issuing this Form 8-K in order to provide investors with summary financial information and historical data that is on a basis consistent with the Company's new reporting structure. Beginning in the first quarter of 2008, the Company's financial statements will reflect the new reporting structure with prior periods adjusted accordingly.

**Item 9.01(c). Exhibits**

<b>Exhibit No.</b>	<b>Description</b>
99.1	Schedule of Reclassified Operating Segment Data - Reported Basis
99.2	Schedule of Reclassified Operating Segment Data - Comparable Basis
99.3	Schedule of Reconciliation of Non-GAAP to GAAP Financial Information

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PEPSICO, INC.

By: /s/ THOMAS H. TAMONEY, JR.

Name: Thomas H. Tamoney, Jr.

Title: Senior Vice President, Deputy General

Counsel and Assistant Secretary

DATE: March 24, 2008