

SPEECH EXCERPT

TANDEM –CEO & DIVISION PRESIDENT PEPSI

CEO

The stakes are high... the competition is good. In fact they're very good. But we are better, and we are aiming to be the best. That is why I want to take this opportunity to not only remind you of one of the more potent weapons in our arsenal, but to invite you to use it, anytime you want.

The weapon I refer to is the superior advantage of having all of the resources of Pepsi's Research & Technical Services at your service, just for the asking.

Our ability to maximize resources and synthesize information from all levels of Research and Development allows us to help find and/or create solutions to problems that cannot be solved without access to this kind of broad based data source.

Improving and testing process technology, troubleshooting the current product mix, developing and expanding that product mix for the future, working with operations to streamline the system, this is some of the work we do.

To put it plainly, we are not interested in cattle rustling, we have no desire to steal anyone's thunder. Our purpose is to provide answers to problems, period. Our interest lies in developing an on-going relationship to work on and solve the problems of today, and anticipate the needs of the future because that, is how we will beat the competition.

This service I am speaking of is really meant to be a dialogue, a way we can ensure we all stay relevant in terms of technology and continue to build upon our reputation as innovators... Tony?

Division President

Thanks Keith. So, good morning everyone, I'm really excited about this new power-tool, because that's what we're talking about here. Heavy horse-power at your service, providing technical operations support and showcasing engineering capabilities. Basically it's a vehicle for technical information sharing, a way to facilitate communication between research services and operations.

The service we offer to the technical people of Pepsi is a logical outgrowth of the conviction that created the PROCESS JOURNAL. Simply put, this philosophy says, "can do!" Need a new process? Got a snag in the present one? Call us. Want to commercialize your products worldwide? Got a tricky chemistry question? Call us. If you're facing big technical hurdles, relax. We'll work it out, and we'll do it with S.T.A.R.S.

SYSTEMS TECHNOLOGY AND RESEARCH SERVICES, a system we developed in response to the question - *how difficult and time consuming will it be to implement new ideas and solutions once they've been identified?* This strategy will provide the 'next step' to help integrate the pragmatic aspects of solutions and answers into existing frameworks as painlessly as possible. STARS will also detail exciting contemporary developments, such as state of the art extraction technology, spray drying, and membrane technology.

The program is comprehensive in scope, able to help develop continuous and conventional operations from a pilot stage to potential full scale commercial operation. If you're interested in further details concerning S.T.A.R.S., contact the Process Engineering Department. I'll get back to you personally.