FUELING BRIGHTER FUTURES
pepsico
FOODSERVICE DISTRIBUTOR
K-12
GOOD FOOD BRIGHT STUDENTS
NEWSLETTER
OCT 2026
Lay's Classic
Doritos
MILK

À LA CARTE SKUs to Maximize Sales
SNACKS CREATE MORE OPPORTUNITIES
FUEL WHAT MOVES THEM
OUR RECOMMENDED ASSORTMENT IS BASED ON NATIONAL SALES DATA TO MAXIMIZE SALES ACROSS AGE GROUPS.
Snack Program Must-Carry SKUs
1 Doritos 19%
2 Doritos Flamas 13%
3 Doritos 10%
4 Doritos 7%
5 Cheetos Baked 6%
6 Lay's Kettle Cooked 5%
7 Cheetos Baked 5%
8 Lay's Baked 4%
9 Lay's Kettle Cooked 3%
10 Lay's Baked 3%
THESE 10 SKUs MAKE UP NEARLY 80% OF TOTAL À LA CARTE BUSINESS!
SNACK SMARTER. SELL MORE.

SCAN TO ACCESS PEPSICO'S SCHOOL WEBSITE!
ALL YOUR K-12 RESOURCES IN ONE PLACE!
EXPLORE OUR:
Recipes
Menu calendar
CN & PFS Documents
& More!
GOOD FOOD
BRIGHT STUDENTS
BRIGHTER TOMORROWS
FUELING BRIGHTER DAYS

COMING SOON!
PEPSICO
AVAILABLE SOON IN BULK!
DORITOS REDUCED FAT
NACHO CHEESE
FLAVORED TORTILLA CHIPS
SAME BOLD FLAVOR. NOW IN BULK!
PERFECT FOR NACHOS & MORE!
GREAT FOR K-12!

NEW ITEMS!
Gatorade LOWER SUGAR
Rain Berry #111410
Lemonade #111411
Fruit Punch #111412
Glacier Cherry #111413
Doritos SPICY SWEET CHILI WALKING TACO
#111853
Munchies SNACK MIX
#111917

OCTOBER MENU SPOTLIGHT
GOOD FOOD SPOOKS HUNGER!
Have a Spooky Halloween with DORITOS® Wild White Nacho Ghost Nachos

FREE K-12 MERCHANDISING SOLUTIONS
LET US HELP YOU BUILD A SUCCESSFUL SNACK PROGRAM!
NO COST TO YOU!
1 TURBO SWEEP FLOOR
2 TURBO SWEEP 2 SHELF RISER ADD-ON
3 TURBO SWEEP COUNTERTOP
TURBO SWEEP HEADERS
4 KD SPINNER FLOOR RACK
5 3-TIER GRAVITY FEED COUNTERTOP RACK
6 QUAKER® GRANOLA BAR RACK
7 SABRA® COUNTERTOP ICE BIN K-12
MORE VISIBILITY | DRIVE SALES | SUPPORT YOUR STUDENTS

YOUR LOCAL FRITO-LAY CONTACT
Frito Lay
LET'S MAKE IT HAPPEN!
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