



To our Valued PepsiCo Foodservice Customers:

Introducing STARRY; a new caffeine-free soda that provides a crisp, clear burst of lemon-lime flavor. Rooted in the Gen Z consumer, STARRY provides a bright hit of refreshment that shines a light for a generation in a crazy-dim world. This amazing new formula will be launching nationally in both full and zero sugar on fountain in February 2023.

STARRY will become the lead lemon lime proposition in the PepsiCo portfolio in all formats and we're excited to introduce a fresh and exciting lemon lime offering to customers. SIERRA MIST will be phasing out to pave the way for the launch of this new brand. The new items will begin shipping on a rolling basis as existing inventory depletes beginning February.

Starry Description	Starry UPC	Sierra Mist Current UPC	Sierra Mist Description
STARRY 5 GAL BIB	12000221972	12000503894	SIERRA MIST 5 GAL BIB
STARRY (HY) 5 GAL BIB	12000221996	12000029295	SIERRA MIST(HY) 5 GAL BIB
STARRY 3 GAL BIB	12000221989	12000503887	SIERRA MIST 3 GAL BIB
STARRY (HY) 3 GAL BIB	12000222016	12000029301	SIERRA MIST (HY) 3 GAL BIB

Please update your systems with the new data contained in this communication for the planned transition date. We ask that you work with your account manager and CIC contacts to ensure your systems are updated to order and receive the updated items.

Regards,

Debra Powell

National Account Sales Manager
BPAA/Bowling