

News monitored for: Pepsi - Brands

## THE FINANCIAL EXPRESS

### **Pepsi gives 7UP a new look, eyes smaller towns**

With an eye on strengthening consumer base in smaller towns besides penetrating deeper into cities, PepsiCo is giving its lemon-flavoured drink 7UP an image makeover with new packaging, logo and marketing communication. "We are coming up with a new brand identity, logo and totally different communication. It will completely redefine our positioning of 7UP," PepsiCo India executive vice-president (marketing-beverages) Ruchira Jaitley said.