



Frito-Lay has a long history of supporting healthier snacking...

33% Less Fat



Whole Grain



Low Fat



Reduced Fat



No Fat Half Calories



Trans Fats Out



No Fat



Pita & Bagel Chips



Tostitos Whole Grain



'87 '89 '90 '91 '92 '93 '94 '95 '96 '97 '98 '99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10



Vegetables

Fat Free

Reduced Fat

Reduced Fat

Less Fat/
Fewer Calories

Natural/
Organic

Less Fat/
Fewer Calories

Portion Control

Sunflower Oil

Lightly Salted

Tropical Oils Out