

# Philadelphia International Airport (PHL) Selected as Test Site for PepsiCo Hydration Platform

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## Project Overview

A critical element of the PHL DoA, MarketPlace, and PepsiCo partnership has been a focus on sustainability. As part of that effort, PepsiCo has partnered with DoA, MarketPlace and Paradies to place one of the first hydration platform test units – currently branded SodaStream Connect – in the United States at the Philadelphia International Airport.

*The PHL unit is the only one placed at an airport and one of only a handful of others placed throughout the US.*

The purpose of this pilot project is to determine consumer appetite for a product like this, test how much a shopper is willing to spend for this service, and to “work out the kinks” of a new, innovative platform before potentially rolling it out nationwide.

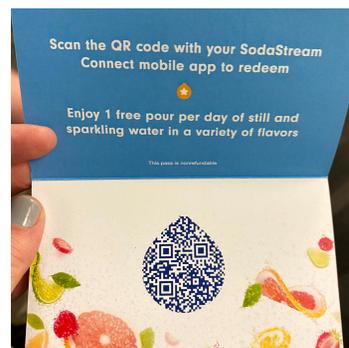
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## “BEYOND THE BOTTLE”

PepsiCo Hydration  
Platform Delivers Ice Cold,  
Flavored, Still and Sparkling  
Water Without Single Use  
Plastic Bottles

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## SodaStream Connect Quick Facts:



- SodaStream Connect was installed across from Bud and Marilyn's (Terminal C) on January 15, 2020. Among other features, users can:
  - Choose between still, sparkling, or flavored water;
  - Select the intensity of flavor and/or bubbles, i.e., lots of carbonation or less carbonation;
  - Pick the temperature for still water, i.e., cool, cold, or ice cold.
- PepsiCo has engaged a 3rd party consumer behavior firm to research customer engagement with the unit and offer suggestions for improved use. During the study the team gave out free pour cards, S'well bottles, and other incentives to increase participation in the survey.
- S'well bottles "interact" with SodaStream Connect via a QR code. This personal QR code can track the number of plastic bottles diverted from the landfill, track against a daily hydration goal, save a person's favorite mixes and preferences, and more.
- A "free pour day" was given to all travelers to increase awareness of the platform and test the unit.
- The "Employee Hydration Pass" program (valid for one free pour a day) began as a one-week event during Valentine's week, but this free benefit has been extended through the end of February. As employees have gotten more and more used to the platform, usage has increased significantly.
- PepsiCo partnered with Paradies on this initiative to have a local merchant ensure the unit is operational, change out flavors when needed, etc.

## Nudging Consumers “Beyond the Bottle” ...

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As PepsiCo reported in an April 22, 2019, announcement following PepsiCo’s acquisition of SodaStream, “the platform is the next step along PepsiCo’s Beyond the Bottle journey, which encompasses ways to deliver beverages without single-use plastic bottles. As the Beyond the Bottle strategy evolves, consumers can expect to see more PepsiCo beverage options delivered without single-use plastic bottles.

“The hydration platform is made up of three components: a beautifully designed hydration dispenser, a companion, user-friendly smartphone app, and a personalized QR code sticker for reusable bottles that allows consumers to be effortlessly recognized by the dispenser.

“Built to reflect how people drink water today, the new hydration platform PepsiCo is a connected ecosystem that responds to the rise in consumption of low-and-no-sugar drinks as well as heightened focus on plastic’s effect on the environment.”

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## WHAT PEOPLE ARE SAYING

“This new hydration platform is an exciting step in the PepsiCo Beyond the Bottle innovation pipeline. This platform is a great example of how we are evolving our portfolio to provide more sustainable options for consumers to get personalized, great-tasting beverages.”

- Jim Andrew, EVP SodaStream and Beyond the Bottle Ventures

“This new platform addresses a number of trends we’re seeing resonate with consumers, including increasing concern for the environment and preference for refillable bottles, as well as desire for choice and personalization whenever possible.”

- Scott Finlow, Chief Marketing Officer of PepsiCo Foodservice

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