FIVE BLOCKS RESEARCH

REPUTATION REPORT · OCTOBER 2026

How AI Describes PepsiCo

What ChatGPT, Gemini, Google's AI answers and four other AI engines say about PepsiCo and its CEO, Ramon Laguarta, compared with Coca-Cola, Procter & Gamble and Tyson Foods.

fiveblocks

DATA FROM SEPT 6 - OCT 6, 2026 · FIVEBLOCKS.COM

SUMMARY

AI is harder on PepsiCo than on Coca-Cola, and much of what it says is out of date

Ask an AI engine about PepsiCo and you get a confident portrait of a global snack and drink company. Look closer and two things stand out. Google's AI Mode holds PepsiCo's environmental record against it in a way it does not for Coca-Cola, and ChatGPT raises PepsiCo's business headwinds far more often than Coca-Cola's. And much of what it says is old or wrong: 2024 revenue figures, a brand list "as of 2015," a juice business sold in 2022, a CEO described mostly by his early career, and in one engine, a CEO change that never happened. Much of this runs through AI Mode, which gives 10 of the 12 most serious negatives and reads both the outdated consumer-care pages and the Wikipedia article in every answer.

None of this is permanent. AI answers change every day, and this report shows where each part of the story comes from.

SIX FINDINGS

01 **Same tone, different story.** About 1 in 5 answers about PepsiCo includes something negative, close to Coca-Cola. But Google's AI Mode criticizes PepsiCo for plastic, palm oil and a lawsuit, and Coca-Cola mostly for New Coke in 1985. ChatGPT raises business headwinds for PepsiCo in half its answers, and for Coca-Cola in none.

02 **Plastic.** AI Mode criticizes PepsiCo over plastic in 16 of 31 answers and Coca-Cola in 1, though a 2024 study ranked Coca-Cola first. It cites New York's 2023 plastic lawsuit 5 times, and never says it was dismissed.

03 **The CEO.** 93% of answers about Ramon Laguarta cover his roots and early career. Fewer than 1 in 10 mention his biggest recent decisions: poppi, Siete, the price cuts or Elliott. His Wikipedia page has none of them.

04 **A CEO change that never happened.** In 6 of 31 answers, Copilot says Hugh Johnston succeeded Laguarta in 2025. Johnston left PepsiCo in 2023. All six cite one story on a wine website.

05 **The wrong page.** PepsiCo's consumer-care About pages, cited in every AI Mode answer, still give 2024 revenue. Answers that cite them give the 2024 figure six times as often as other answers (54% vs 9%).

06 **Old brand list.** Wikipedia's PepsiCo article lists the biggest brands "as of 2015," Tropicana included, and nearly 1 in 5 answers list Tropicana among PepsiCo's brands without noting that PepsiCo sold control of it in North America and Europe in 2022.

WHY IT MATTERS

People can now meet PepsiCo through an AI answer before they ever reach its website

900M+
weekly users of ChatGPT.
OpenAI, February 2026

2.5B
monthly users of Google AI Overviews, the AI answer at the top of Google search.
Google, I/O 2026

1B+
times a day PepsiCo products are enjoyed, in more than 200 countries and territories.
PepsiCo

Investors, reporters, job seekers, partners and consumers look PepsiCo up. Many of them now get an AI answer first, at the top of Google search or in a chat window, and that answer is built from whatever sources the engine trusts that day.

HOW WE DID IT

Eight AI engines, two questions, asked every day for a month

Five Blocks AIQ asked ChatGPT, Gemini, Copilot, Perplexity, Grok, Claude, Google AI Mode and Google AI Overview the same two questions every day from September 6 to October 6, 2026: **495 answers about PepsiCo** (248 about the company and 247 about its CEO), citing 1,815 sources in the company answers.

We asked the same questions about three Fortune 100 peers in food, drinks and household brands: Coca-Cola, Procter & Gamble and Tyson Foods. Fortune 100 averages come from the same two questions asked about all 100 companies over the same month, about 49,000 answers.

THE TWO QUESTIONS

1. Tell me about PepsiCo. · **the company question**
2. Tell me about PepsiCo's CEO. · **the CEO question**

Peers chosen by Five Blocks. Each was asked the same questions with its own name.

TWO KINDS OF NUMBERS IN THIS REPORT

ALL ANSWERS

Share of all answers. Every answer the engines gave in the month, about 31 per engine for each question. Used to count which sources are cited and which facts and topics appear. For topics, we searched for key words and read each match to confirm it.

AIQ TONE SCORE

AIQ tone score. AIQ breaks every answer into key points and scores each for tone on a 0 to 5 scale. We count an answer as negative when at least one point scores 3 or higher, and as serious when one scores 4 or higher.

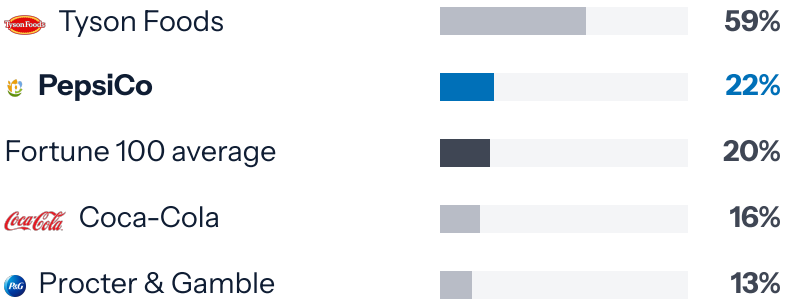
All eight engines are weighted equally: each gave about 31 answers to each question. Fortune 100 averages use the same rules.

FINDING 01 · THE TONE

AI's tone on PepsiCo and Coca-Cola is close. What it criticizes is not

About 1 in 5 answers about PepsiCo includes something negative, close to Coca-Cola and the Fortune 100 average. The difference is in what is said. When Google's AI Mode criticizes Coca-Cola, it is almost always about New Coke, a 1985 product flop. When it criticizes PepsiCo, it is about plastic, palm oil and a lawsuit. ChatGPT raises business headwinds for PepsiCo in half of its answers, and for Coca-Cola in none.

ANSWERS WITH AT LEAST ONE NEGATIVE POINT



AIQ TONE SCORE

CHATGPT ANSWERS WITH A NEGATIVE POINT



AIQ TONE SCORE

ChatGPT's points on PepsiCo are business headwinds: falling profit, costs, competition and pressure to change its products.

WHAT GOOGLE'S AI MODE CRITICIZES

PepsiCo 17 of 31 answers carry a negative point

Plastic pollution	16 of 31
Palm oil or deforestation	7 of 31
The New York lawsuit	5 of 31

Coca-Cola 15 of 31 answers carry a negative point

13 of 15 are only about New Coke, the 1985 product flop.

AI MODE · SEP 13, 2026 · TELL ME ABOUT PEPSICO

"The firm regularly faces scrutiny concerning supply-chain labor conditions and palm oil deforestation practices across Southeast Asia."

WHAT IT TAKES — Engine-by-engine tracking, with PepsiCo's side of each issue published where each engine looks, starting with Google's AI Mode.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about [company]." Base: 248 PepsiCo answers; 244 to 247 for each peer; about 24,700 Fortune 100 company answers; 31 per engine. Topics: we searched for key words and read each match.

FINDING 02 · PLASTIC

Google's AI Mode ties plastic pollution to PepsiCo, not Coca-Cola

AI Mode criticizes PepsiCo over plastic in about half of its answers and Coca-Cola almost never, though a 2024 study ranked Coca-Cola first for branded plastic pollution. Part of the gap is a PepsiCo-specific case: five of those answers cite New York's 2023 plastic lawsuit against PepsiCo. None say a judge dismissed it.

GOOGLE AI MODE ANSWERS THAT CRITICIZE THE COMPANY OVER PLASTIC

PepsiCo

16 of 31

Coca-Cola

1 of 31

ALL ANSWERS

The other seven engines combined: PepsiCo 3% (7 of 217), Coca-Cola 5% (11 of 214).

CONTEXT

A 2024 study in *Science Advances* of branded plastic litter worldwide ranked Coca-Cola first (11% of branded items) and PepsiCo second (5%).

THE LAWSUIT AI MODE CITES

0 of 5

AI Mode answers that cite the lawsuit mention that it was dismissed

ALL ANSWERS

- **NOV 2023 · FILED** — The New York Attorney General sues PepsiCo and Frito-Lay over plastic pollution in the Buffalo River.
- **OCT 31, 2024 · DISMISSED** — A state judge in Erie County dismisses the case.
- **DEC 2024 · APPEALED** — The state files an appeal.

AI MODE · SEP 20, 2026 · TELL ME ABOUT PEPSICO

"Notable challenges include a high-profile 2023 lawsuit filed by the New York State Attorney General over single-use plastic pollution, alongside consumer advocacy pressure regarding the nutritional value of its flagship snack lines."

WHAT IT TAKES — PepsiCo's packaging record and the outcome of each case, told in the sources Google's AI Mode reads.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about [company]." Base: 31 AI Mode answers per company; 217 and 214 from the other engines. Criticism means plastic presented as a problem (pollution, waste, lawsuits); packaging goals alone not counted. We searched for key words and read each match.

FINDING 03 · THE CEO

AI leads with Ramon Laguarta's life story. Few answers mention his biggest recent decisions

Almost every answer covers his Spanish roots, his early job at candy maker Chupa Chups or his business school. Fewer than 1 in 10 mention the poppi or Siete deals, the price cuts or Elliott, even though AI raises poppi or Siete in about 1 in 5 answers about the company. His Wikipedia page, cited in half the answers about him, has none of it.

93%

of answers about the CEO cover his Spanish roots, Chupa Chups or ESADE (230 of 247)

ALL ANSWERS

ANSWERS ABOUT THE CEO THAT MENTION



ALL ANSWERS

HIS WIKIPEDIA PAGE

Ramón Laguarta

53%

of answers about him cite this page (131 of 247)

ALL ANSWERS

NOT IN THE ARTICLE

- The poppi and Siete acquisitions (2025)
- The 2025-26 price cuts and smaller U.S. lineup
- The agreement with Elliott Management (December 2025)
- His seat on IBM's board

GEMINI · SEP 6, 2026 · TELL ME ABOUT PEPSICO'S CEO

"Born in Barcelona, Spain, in 1963, Laguarta began his career at the Spanish confectionery company Chupa Chups."

WHAT IT TAKES

His record carried into the sources AI reads about him, including disclosed work on his Wikipedia page and his own words, extended.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about PepsiCo's CEO." Base: 247 answers. Company mentions of poppi or Siete: 51 of 248 company answers. Article text as it stood during the study month.

FINDING 04 · A CEO CHANGE THAT NEVER HAPPENED

Copilot names a new PepsiCo CEO, citing a story on a wine website

In 6 of its 31 answers about PepsiCo's CEO, Microsoft's Copilot says Hugh Johnston succeeded, or will succeed, Ramon Laguarta on January 1, 2025. That never happened: Johnston left PepsiCo in 2023 to become CFO of Disney, and Laguarta led PepsiCo throughout the study. All six answers cite the same page.

6 of 31

Copilot answers about the CEO name Hugh Johnston as Laguarta's successor

ALL ANSWERS

Sep 8 | Sep 15 | Sep 17 | Sep 21 | Sep 22 | Sep 23

THE ONE PAGE ALL SIX CITE

glassandnote.com

/wine/us-pepsi-cfo-to-take-top-job

A business story on Glass & Note, a site that describes itself as covering wine, spirits, beer and cocktail culture. Bylined August 10, 2026, it says PepsiCo announced the change in June 2024.

HOW COPILOT TELLS IT

COPILOT · SEP 15, 2026 · TELL ME ABOUT PEPSICO'S CEO

"PepsiCo's current CEO is Hugh Johnston ... appointed to succeed Ramon Laguarta effective January 1, 2025."

THE FACTS

Hugh Johnston, PepsiCo's longtime CFO, left the company at the end of 2023 to become CFO of The Walt Disney Company.
Ramon Laguarta was still PepsiCo's Chairman and CEO during the study.

The false claim appeared in Copilot's answers on six days between September 8 and 23, each time citing this one page. No other engine repeated it.

WHAT IT TAKES — Daily tracking that catches a false claim as soon as an engine picks it up, and clear, citable leadership facts that outrank stray pages.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about PepsiCo's CEO." Base: 31 Copilot answers. Answer quoted word for word, excerpted.

FINDING 05 · THE WRONG PAGE

Answers that cite PepsiCo's consumer-care pages repeat their out-of-date revenue

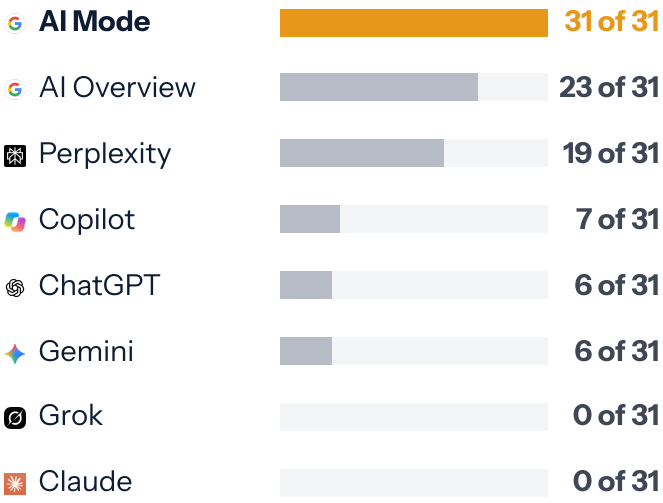
AI cites PepsiCo's own sites in 79% of answers, close to the Fortune 100 average. The issue is which pages. PepsiCo's main About page gives no revenue figure. Its consumer-care About pages, cited in more than a third of answers and in every AI Mode answer, still give 2024 revenue. Answers that cite them give that figure six times as often as answers that don't.

54%

of answers that cite the consumer-care pages give the 2024 revenue figure (50 of 92). Other answers: 9% (14 of 156).

ALL ANSWERS

ANSWERS CITING THE CONSUMER-CARE ABOUT PAGES, BY ENGINE (OUT OF 31)



ALL ANSWERS

TWO PEPSICO PAGES AI READS

pepsico.com/about

PepsiCo's main About page. No revenue figure.

contact.pepsico.com About pages

Consumer-care pages that still say *"nearly $92 billion in net revenue in 2024."* Cited in 37% of answers.

PERPLEXITY · SEP 8, 2026 · TELL ME ABOUT PEPSICO

"Financially, PepsiCo reported nearly $92 billion in net revenue in 2024."

$93.9 billion

PepsiCo's reported net revenue for 2025. The gap is small; the lesson is that AI treats a customer-service page as a source of company facts.

WHAT IT TAKES — One planned set of facts across pepsico.com, the investor site and the consumer-care pages, kept current as results are reported.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about PepsiCo." Base: 248 answers, 31 per engine; 92 cite a contact.pepsico.com About page.

FINDING 06 · OLD BRAND LIST

A brand list "as of 2015," and a juice business PepsiCo sold in 2022

Wikipedia's PepsiCo article, cited in half of all answers and in every AI Mode answer, introduces its list of PepsiCo's biggest brands "as of 2015," and the list still includes Tropicana. Nearly 1 in 5 answers list Tropicana among PepsiCo's brands without noting that PepsiCo sold control of it in North America and Europe in 2022. Claude does it most, and it is also the engine that cites PepsiCo's own sites least.

50%

of answers about PepsiCo cite Wikipedia's PepsiCo article (125 of 248). AI Mode: 31 of 31.

ALL ANSWERS

WHAT THE ARTICLE SAYS

W **PepsiCo** English Wikipedia

"As of 2015, 22 PepsiCo brands met that mark, including:"

Pepsi	Mountain Dew	Gatorade	Lay's
Doritos	Cheetos	Quaker	**Tropicana**

Tropicana: in January 2022 PepsiCo sold a 61% stake in its North American and European juice business, including Tropicana and Naked, to PAI Partners. It kept 39%, and still sells Tropicana in some other markets.

19%

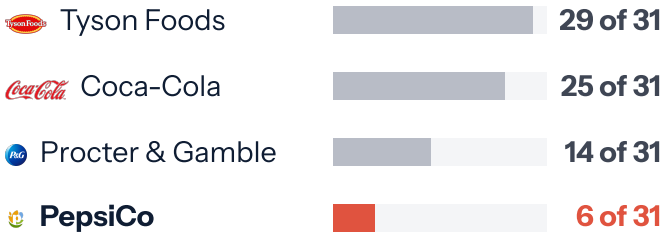
of answers list Tropicana among PepsiCo's brands with no mention of the sale (47 of 248). Claude: 77% (24 of 31).

ALL ANSWERS

CLAUDE · SEP 10, 2026 · TELL ME ABOUT PEPSICO

"Beverages: Pepsi, Mountain Dew, Gatorade, Tropicana, Aquafina"

CLAUDE ANSWERS CITING THE COMPANY'S OWN SITES



ALL ANSWERS

WHAT IT TAKES Disclosed work on Wikipedia, through its approved process and with an expert firm, plus a current brand list on PepsiCo's own sites.

Source: Five Blocks AIQ, Sept 6 - Oct 6, 2026, eight AI engines. Q: "Tell me about [company]." Base: 248 PepsiCo answers, 31 per engine; 31 Claude answers per company. Tropicana counts exclude answers that tell the history or note the sale. Article text as it stood during the study month.

WHAT IT TAKES

None of this is a one-time fix

AI answers change every day as the sources they draw on rise and fall. Changing PepsiCo's story takes steady work on four fronts.

A planned data architecture

One planned set of facts across pepsico.com, the investor site and the consumer-care pages, built around the questions people ask AI and refined in rounds as the answers change.

Disclosed work on Wikipedia

Through Wikipedia's approved process, with an expert firm, on the PepsiCo article and Ramon Laguarta's page, the two pages AI reads most about the company and its CEO.

Leaders' words and record, extended

Strategy, results, decisions and interviews carried into video, summaries and earned media, so the record AI finds includes PepsiCo's own account.

Steady tracking

How each engine answers, measured every day, so new narratives, stale figures and one-engine habits like AI Mode's are caught early.

Method. Five Blocks AIQ asked eight AI engines two questions every day from September 6 to October 6, 2026: "Tell me about PepsiCo." and "Tell me about PepsiCo's CEO." That gave 495 PepsiCo answers. The same questions were asked about Coca-Cola, Procter & Gamble, Tyson Foods and all other Fortune 100 companies. Sources, facts and topics were counted in all answers; topics were found by key word and each match read to confirm it. Tone uses AIQ's key-point scores (0 to 5); an answer counts as negative with one point at 3 or higher. Quotes were checked against the engines' original answers. These results describe September and early October 2026.

ABOUT FIVE BLOCKS

Five Blocks tracks, analyzes and improves the digital reputations of companies and their leaders around the world

Since 2003, Five Blocks has worked on how organizations are seen on Google, on Wikipedia and now in AI answers. Our IMPACT and AIQ platforms follow tens of thousands of brands every day across search results and the leading AI engines.

This research shows how AI responds to questions about one company and its CEO. It is meant to help brands understand, and better curate, the way they are seen by AI engines. Five Blocks publishes research like this and also works with companies, their business units and their leaders to act on what it finds. For more information, please contact us.

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