



FOR IMMEDIATE RELEASE

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PIER 39 Unveils Exclusive 10-Year Partnership with PepsiCo Beverages

PIER 39, San Francisco’s top attraction, is proud to announce a new partnership with PepsiCo Beverages, making this beverage giant the exclusive soft drink partner for San Francisco’s premiere waterfront destination. PEPSI®, DIET PEPSI®, PEPSI® ZERO SUGAR, STARRY®, GATORADE® and other beverages will now be available for all PIER 39 visitors.

“The PepsiCo Beverages partnership is a meaningful one for PIER 39,” says Scott Gentner, President and CEO of PIER 39. “With more than 12 million visitors last year, local, national, and international guests who are dining, shopping, and playing are looking for a wide selection of quality beverages to quench their thirst. We are thrilled to team up with PepsiCo to offer our customers a quality selection of soft drinks, iced teas, and numerous other refreshing beverages.”

“This partnership is a unique opportunity to showcase our portfolio at one of the West Coast’s most dynamic destinations,” said Shay Hobby, SVP of Commercial, West Division, PepsiCo Beverages U.S. “With a vibrant mix of shops, restaurants, the Aquarium of the Bay, and the iconic Blue and Gold Fleet, PIER 39 attracts a large and diverse audience — making it the perfect place to refresh millions of visitors with the brands they know and love.”

Additionally, The PIER is excited to collaborate with PepsiCo Beverages on mutual initiatives like music, sports and entertainment to bring even more vibrancy to the San Francisco waterfront.

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PIER 39 is a 45-acre waterfront complex that is a gathering place for San Francisco locals and visitors each year. The PIER is a two-level open-air marketplace featuring over 100 restaurants, shops and attractions, all surrounded by iconic views of the Bay and San Francisco landmarks. PIER 39 also includes a five-acre waterfront park and 300-berth marina, home to the world-famous California Sea Lions. PIER 39 is a tenant of the Port of San Francisco.