

## Global Solutions Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Jillian Dabrowski	Sophomore	Marketing & Sustainability
Member 2: Camila Forte	Sophomore	Finance & Information Systems
Member 3: Jason Buller	Junior	Marketing & Sustainability
Member 3: Tony Espinoza	Senior	International Business
Member 3: Mateo Mireles	Senior	History

**Advisor(s):** Astrid Schmidt-King

**Topic Title:** A rainbow of risks: Choosing natural coloring over harmful dyes

**Audience:** PepsiCo. Board of Directors

### Sustainable Development Goal

SDG #3: Ensure healthy lives and promote well-being for all at all ages.

### Executive Summary

Global Solutions Consulting presents a comprehensive proposal to PepsiCo's Board of Directors, urging a strategic transition from artificial food coloring to natural food dyes in their food and beverage products. Backed by extensive consumer research, market trend assessments, and regulatory predictions, our evidence underscores the increasing demand and need for natural dye solutions from consumers. Highlighting the adverse effects associated with artificial food colorants, particularly Red 40, an ADHD-trigger and potential carcinogen, our proposal emphasizes the imperative for PepsiCo. to align with evolving consumer preferences and regulatory standards. Leveraging insights of successful industry disruptors like Smart Sweets, we outline the availability and efficacy of natural color solutions as viable market-fit alternatives. Moreover, "The natural and organic products industry is on track for steady growth. In 2021, it saw a 7.7% increase in market size to \$274 billion. After fruits and vegetables, beverages comprise one of the market's largest segments" (Whole Foods Magazine) Addressing concerns regarding cost differentials and production challenges, we provide an explanation of the long-term economic and societal benefits associated with promoting products with natural food dyes. By navigating the complex landscape of consumer behavior, regulatory compliance, and market dynamics, our proposal, if enacted, will help PepsiCo fulfill its purported ESG mission to "Use [its] scale, influence, and expertise to help build a more sustainable food system - one that positively impacts natural resources and the people and communities we work with and serve".