

PEPSICO INC  
Form 4  
July 30, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
TRUDELL CYNTHIA

(Last) (First) (Middle)  
700 ANDERSON HILL ROAD  
(Street)

PURCHASE, NY 10577

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
PEPSICO INC [PEP]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/26/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP & Chief HR Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |   |
| PepsiCo, Inc. Common Stock      | 07/26/2013                           |  | M                              |   | 3,064   | A  | \$ 65.25 100,249                                      | D |
| PepsiCo, Inc. Common Stock      | 07/26/2013                           |  | M                              |   | 429   | A  | \$ 68.75 100,678                                      | D |
| PepsiCo, Inc. Common Stock      | 07/26/2013                           |  | M                              |   | 43,008  | A  | \$ 66.5 143,686                                       | D |

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|                                     |            |   |        |   |                             |                    |   |           |
|-------------------------------------|------------|---|--------|---|-----------------------------|--------------------|---|-----------|
| PepsiCo,<br>Inc.<br>Common<br>Stock | 07/26/2013 | S | 51,937 | D | \$<br>84.7071<br><u>(1)</u> | 91,749             | D |           |
| PepsiCo,<br>Inc.<br>Common<br>Stock |            |   |        |   |                             | 91                 | I | by Trust  |
| PepsiCo,<br>Inc.<br>Common<br>Stock |            |   |        |   |                             | 80.3036 <u>(2)</u> | I | By 401(k) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date | Title   | Amount or Number of Shares |
| Employee Stock Option (right to buy)       | \$ 68.75   | 07/26/2013                           |  | M                              | 429   | 02/01/2011   | 01/31/2018      | PepsiCo, Inc. Common Stock                                    | 429                        |
| Employee Stock Option (right to buy)       | \$ 66.5  | 07/26/2013                           |  | M                              | 43,008  | 04/12/2013   | 04/11/2020      | PepsiCo, Inc. Common Stock                                    | 43,008                     |
| Employee Stock Option (right to buy)       | \$ 65.25   | 07/26/2013                           |  | M                              | 3,064   | 10/01/2009   | 09/30/2016      | PepsiCo, Inc. Common Stock                                    | 3,064                      |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| TRUDELL CYNTHIA<br>700 ANDERSON HILL ROAD<br>PURCHASE, NY 10577 |               |           | EVP & Chief HR Officer |       |

## Signatures

/s/ Cynthia M. Trudell                      07/30/2013

\_\_Signature of                      Date  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).  
The shares with respect to this transaction were sold at prices ranging from \$84.45 and \$84.83, a portion of which were sold to cover  
(1) option costs, taxes and broker commissions. Upon request, the reporting person will provide to the Securities and Exchange Commission staff, the Company, or a security holder of the Company, full information regarding the number of shares sold at each separate price.  
(2) Reflects the number of shares held under the reporting person's account in the PepsiCo Savings Plan as of July 26, 2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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