

Select Harvests, PepsiCo to extend nuts biz in China

16 July 2018 | News

Select Harvests has entered into a trademark license and distribution agreement with PepsiCo Foods to distribute and market its Lucky branded nuts, seeds and blends into China.



Select Harvests will be co-investing with PepsiCo China in marketing to support the launch of the Lucky brand in China.

Select Harvests has entered into a trademark license and distribution agreement with PepsiCo Foods to distribute and market its Lucky branded nuts, seeds and blends into China.

Select Harvests will be co-investing with PepsiCo China in marketing to support the launch of the Lucky brand in China, with both parties making significant commitments to an advertising and marketing program over the first 18 months of the agreement.

Select Harvest is likely to expand its sales footprint in one of the most rapidly-growing consumer nations while PepsiCo wants to promote a Chinese-focused campaign that plays up to patriotic sensitivities in China.