



Roger Enrico. 'Father of the Pepsi Generation'

(June 10, 2016)



The National Italian American Foundation Mourns the Passing of PepsiCo Chief Roger Enrico

On behalf of the National Italian American Foundation (NIAF) Board of Directors, we are deeply saddened by the passing of Roger Enrico, former PepsiCo chief executive officer. We extend our sincere and heartfelt condolences to the Enrico family. He died on June 8, at the age of 71, while on vacation in the Cayman Islands.

"Referred by many as the 'Father of the Pepsi Generation,' Roger was honored during NIAF's 26th Anniversary Award Gala in 2001 in the nation's capital. He received the Foundation's Special Achievement Award in Business. He was admired and revered by the PepsiCo family and the soft drink industry. Joining him at the NIAF Gala were colleagues at PepsiCo, including Indra K. Nooyi, the present chairwoman and chief executive at PepsiCo. During his acceptance speech, he challenged all to work hard and think big.



"A son of Italian immigrants, Roger Enrico was born in Chisholm, Minn., and proud of his Italian ancestry. He was an inspirational leader for all Americans and a true legend.

"He will be long remembered with admiration by the NIAF family."

The National Italian American Foundation (NIAF) is a non-profit organization headquartered in Washington, D.C. It is dedicated to preserving and promoting the heritage and culture of Americans of Italian descent. Visit www.niaf.org [2].

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