

# WANTED

## Carbon Airhead



## Indra Nooyi

### CEO, PepsiCo

**Helping greens wreck the bottled water business.**

**Despite selling the leading brand of bottled water, Nooyi made PepsiCo go green, aiding and abetting the very same enviro activists who are out to destroy her bottled water business.**

Nooyi signed PepsiCo up to the U.S. Climate Action Partnership to lobby for global warming legislation alongside the likes of the Environmental Defense Fund (EDF) and Natural Resources Defense Council (NRDC). But the EDF advises the public to “scale back on bottled beverages” – soft drinks as well as bottled water. (1) NRDC says “way to go” to consumers who are “rejecting bottled water.” (2) The results? “Sales of bottled water [fell] for the first time... assailed by wrathful environmentalists” reported the media. (3)

Sources: (1) EDF.org, “Innovation Exchange: Sustainable Food Purchasing”; (2) Oneearth.org, “Keep Tap on Top.”; “Bottled Water Boon Appears Tapped Out,” *Washington Post*, August 13, 2009.