

Quick Biz Reading

Doritos, For Her

February 5, 2018 3:05 PM ET

EMILY SULLIVAN, Business Desk, www.npr.org

Indra Nooyi, the CEO of PepsiCo, says her company is trying to solve women's "least favorite things" about Doritos Corn Chips. They are developing corn chips designed for women.



In a recent interview, Nooyi discussed the different ways that men and women eat chips. Men "happily lick their fingers. They lick the spicy orange powder. When they finish the bag, they pour the little broken pieces into their mouth. They don't want to lose that flavor."

"Women would love to do the same, but they don't," she continued. "They don't like to crunch too loudly in public. And they don't lick their fingers. And they don't like to pour the little broken pieces into their mouth. And they need smaller packages. They want to put them in their purses."

She was asked if her company is developing a "male and female version of chips." She answered, "It's not a male and female as much as 'are there snacks for women that can be designed and packaged differently?' We're getting ready to launch them soon. For women, low-crunch and full taste, But not have so much of the flavor stick on the fingers."

Nooyi, an Indian immigrant, graduated from the Yale School of Management. She played lead guitar in an all-girl rock band. She is one of only 27 female CEOs currently leading Fortune 500 companies. She has been named to Forbes' list of the most powerful women in the world. She frequently speaks on women's leadership.

As CEO of PepsiCo, she oversees more than a quarter-million global employees,

The Internet didn't like her idea. Many people thought it was sexist. Here are some tweets.



Stacey Garratt@_____t

My generation marched so future generations of women could enjoy Lady Doritos.

3:33 AM - Feb 6





Sammy Nickalls



✓@_____s

women: give us equal pay, stop harassing us, stop literally threatening our lives

brands: how about quiet doritos for women?

women: no, that's--

brands: snacks you can fit into your purse!

4:03 AM - Feb 8

By the way, this female writer loves pouring broken little pieces of Doritos into her mouth.

- ❶ Work with a partner. In Japanese, talk about this story. How much do you remember?
- ❷ With your partner, try to tell the same story in English.
- ❸ Talk about marketing to women. What do you think of the idea of special snacks for women? What products do you buy that are marketed mostly to women? Are there things you buy that are usually marketed to men?
- ❹ **Take it deeper.** Think of a product that is mostly marketed to men? How could you change the product or marketing to make women want to buy it. How about a product mostly marketed toward women?

Source:

<https://www.npr.org/sections/thetwo-way/2018/02/05/583399141/doritos-for-her>

348 words