

PepsiCo Purchase Approved

By [The Moscow Times](#)

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The government gave its approval Tuesday for PepsiCo to buy a controlling stake in the Wimm-Bill-Dann Dairy & Juice, one of Russia's biggest producers of juice and dairy, for \$3.8 billion.

The approval means PepsiCo is now poised to wrest back the lead in Russia's juice and dairy market from Coca-Cola, which bought a controlling interest in another company earlier this year.

"Russia is positive about this acquisition," said Dmitry Peskov, a spokesman for Prime Minister Vladimir Putin. The Pepsi decision was announced by Interfax after a meeting of a government commission on foreign investment, which Putin heads. ☒

(Bloomberg)

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