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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota.

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Currently, the new food is only available from Walmart, but a national retail roll-out is anticipated in 2021. PepsiCo plans to promote the new product using multiple marketing channels including shopper marketing (in store), and strong social media. Anyone hungry for some spicy mac and cheese? Group Activities and Discussion Questions:

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