

Coke and Pepsi Have Joined Forces

By Melissa Cáceres

November 10, 2015



The historic cola rivalry between Coke and Pepsi has finally fizzled out — at least on one issue.

The two biggest brands in the soda business made peace for the first time ever in support of a worthy goal: helping veterans find jobs.

Coca-Cola CEO Muhtar Kent and Pepsi CEO Indra Nooyi appear together in a public service announcement for ACP AdvisorNet, a nonprofit organization that provides advice and services for returning military veterans to start their next careers.

“We agree that we can help them with career advice,” Kent says in the video. “And help them turn their incredible leadership skills into long-lasting careers,” chimes in Nooyi. Then they toast each other with their soda of choice — a Coke for Kent and a Pepsi for Nooyi, of course.

Founded by former investment banker Sidney Goodfriend in 2008, [ACP AdvisorNet is a mentoring network](#).

“I developed an appreciation for the opportunity this country gave me,” Goodfriend says. “I wanted to give back to my country in a way that was more meaningful than writing a check.”

Veterans can reach out through the AdvisorNet to multiple industry experts for career advice in their chosen field of interest. ACP also offers yearlong one-on-one personal mentorships that focus on job search strategies, long-term career planning and work-life balance.

The organization has placed more than 6,000 veterans with mentors, the kind of track record that can bring even the bitterest of foes together.

ACP has previously forged teams of rivals including Jon Stewart with Sarah Palin, and Obama adviser David Axelrod with Bush confidant Karl Rove.

With Coke and Pepsi now in the fold, maybe ACP’s achievements with veterans will next warm the frostiest rivalry of them all: Taylor Swift and Katy Perry.