



CANADIAN FEDERATION OF INDEPENDENT GROCERS - FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS  
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## **Cara Keating of Frito Lay North America Receives Life Member Designation**

**TORONTO—October 24, 2022.** . . Giancarlo Trimarchi, Chair of Canadian Federation of Independent Grocers (CFIG), Thomas Shurrie, President and CEO, and the CFIG Board of Directors are pleased to announce **Cara Keating**, Chief Commercial Officer for Frito Lay North America, as the **2022 recipient of CFIG’s prestigious Life Member Award** in the **Industry Builder** category.

As the new Chief Commercial Officer for Frito Lay North America, Cara has spent over two decades in the consumer-packaged goods industry. Originally from Saskatoon, Cara earned Bachelor’s degree in business from the University of Saskatchewan. Most recently and prior to being appointed to her current role in June 2022, Cara was President of PepsiCo Foods Canada where she led the organization through three years of incredible growth, while balancing uncertain times.

As Cara has grown as a leader, the meaningful connections made as across industries has been vital to navigating the immense changes across the retail landscape.

During these early years, Cara would join the Calgary Food & Drug Executives, where she would build relationships that were integral to her development during the early years of her career.

Passionate about Diversity and Inclusion, Cara is a founding member of the PepsiCo Foods Canada’s Women’s Inclusion Network. Cara is also Board of Directors for the annual Forward Together women’s development conference. An advocate for authentic leadership, through her own experience, Cara hopes to empower leaders to cultivate their own unique leadership styles.

In recognition of these efforts, Cara was honoured with a 2017 Star Women in Grocery award from Canadian Grocer Magazine. Looking ahead to her new role as Chief Commercial Officer, Cara is thankful for her time at PepsiCo Foods Canada, the relationships she has built and the learnings she is bringing into the next chapter

CFIG’s Life Member designation honours those individuals who have made a significant contribution to the food industry. Their experience, accomplishments and commitment are at the foundation of today’s grocery retailing business.

Cara will be officially recognized at the Canadian Independent Grocer of the Year awards gala held on Wednesday, October 26 at **Grocery Innovations Canada 2022(GIC)**. GIC is Canada’s premier grocery exposition and conference that takes place at the **Toronto Congress Centre, October 25-26, 2022.** [www.GroceryInnovations.com](http://www.GroceryInnovations.com)

**Cara Keating Headshot:** [https://www.dropbox.com/s/wv9b65psi248d54/Cara%20Keating\\_PepsiCo-2022.jpg?dl=0](https://www.dropbox.com/s/wv9b65psi248d54/Cara%20Keating_PepsiCo-2022.jpg?dl=0)

**The Canadian Federation of Independent Grocers (CFIG)** — CFIG is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. CFIG is the strong and united voice for the independent grocery retailers to Industry and Government across Canada. CFIG also provides programs that support operational excellence while fostering solid relationships among retailers, distributors and suppliers. [www.cfig.ca](http://www.cfig.ca)

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