

## PRODUCT BRIEF



# SAY CHEESE: PUMA HOOPS REVEALS SCOOT ZEROS X CHEETOS®

**Somerville, Massachusetts – February 5th, 2024** – Global sports brand PUMA is revealing the newest addition to Portland Trail Blazers Point Guard Scoot Henderson’s signature shoe franchise, the SCOOT ZEROS x CHEETOS®.

Game time meets snack time in Scoot Henderson’s latest signature drop – introducing the SCOOT ZEROS x CHEETOS®. Part of the PUMA x CHEETOS collection, this awesomely orange colorway blends Henderson’s personal mantra “Overly Determined to Dominate (O.D.D)” with Chester Cheetah’s iconic spots.

Reset your game and leave your competition in the Cheetle® dust with the SCOOT ZEROS x CHEETOS® – featuring PUMA Hoops tech like high-rebound PROFOAM EVA for end-to-end play. The latest collab silhouette features a one of a kind reinforced formstrip for increased lockdown durability, along with a high abrasion tread with ultra-non-slip rubber compounds for that added traction. A continuation from the Georgia Peach iteration, the newest silhouette features the iconic Scoot “S” logo branding as an accent on the tongue, along with an additional mini formstrip on the medial heel, imitating a flame to signify the FLAMIN’ HOT® flavor that this new silhouette brings on court.

Alongside the SCOOT ZEROS x CHEETOS® shoe, PUMA will be releasing an RS-X and Cheetos Suede Classic for more of a lifestyle feel, as well as an eight-piece apparel collection to accompany the shoe release which includes Chester Cheetah inspired sherpa & pant, hoodie, dazzle shorts,

and graphic tee variations. The global launch for PUMA x CHEETOS collection will be on February 16th, and available for purchase at PUMA.com and the PUMA App, retailing for \$40-115. For more information, please visit PUMA.com.

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**PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide and is headquartered in Herzogenaurach/Germany.

**About Cheetos**

Cheetos® has been delivering delicious cheesy snacks and making mischief with orange-covered fingertips in the US for 75 years. Cheetos believes you should never lose your mischievous spark or playful spirit regardless of what life brings.

**About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$86 billion in net revenue in 2022, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on Twitter, Instagram, Facebook, and LinkedIn @PepsiCo.