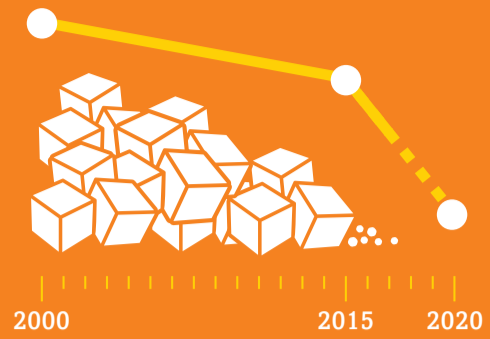


EUROPE'S SOFT DRINKS INDUSTRY REDUCED SUGAR AND CALORIES IN ITS PRODUCTS BY

22.5%
FROM 2000-2017



12% from 2000-2015



11.9% from 2015-2017 meeting its 10% reduction by 2020 pledge ahead of time

Sugar reduction has been ongoing since the introduction of the first no- and low-calorie drinks more than 40 years ago. In soft drinks, sugar reduction = calorie reduction

REDUCTION IS DELIVERED THROUGH FOUR ACTIONS



Reformulation
of existing drinks using no/low calorie sweeteners



Innovation
to introduce new drinks with no or reduced sugar



Portion control
through increasing the availability of smaller pack sizes



Promotion
behind no and reduced sugar drinks to nudge consumer behaviour



UNESDA has taken far-reaching commitments to reduce sugar and calories and behave responsibly

Supporting the importance of balance and moderation in promoting healthy lifestyles

Proud to have taken long-standing commitments in several areas highlighted in the 2019 OECD Report "The Heavy Burden of Obesity – the economics of prevention"



Making commitments to the EU platform since 2006:

sugar/calorie reduction, portion reduction, labelling, no advertising anywhere to children under 12, no soft drinks in EU primary schools, no sugar-sweetened drinks in EU secondary schools



Responding to the EU call to action to reduce added sugars – the only sector to commit to the EU added sugar annex request for 10% sugar reduction

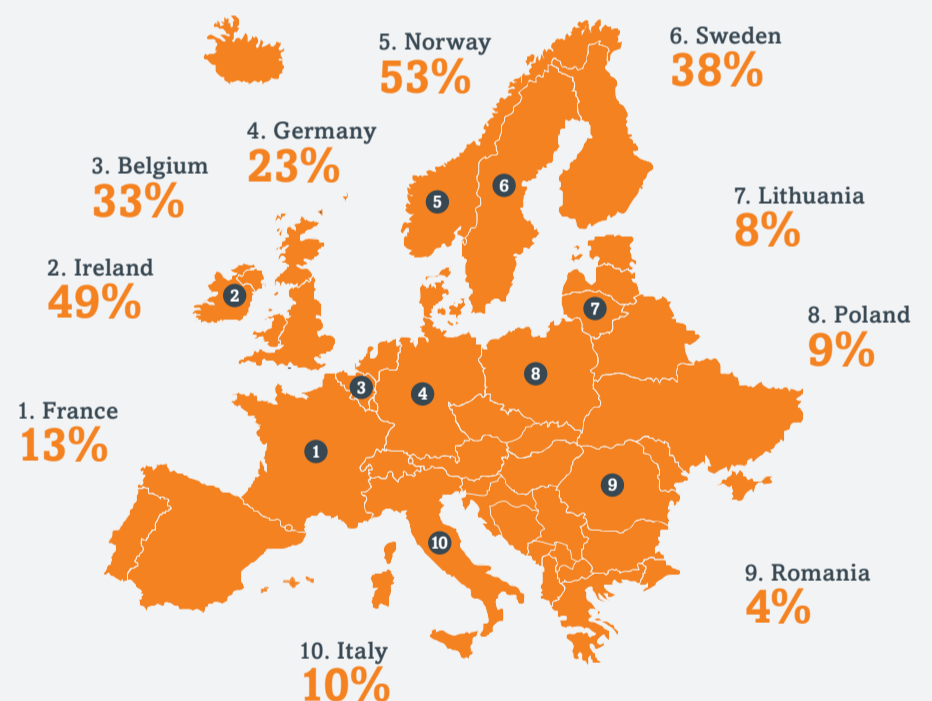
Achievements

+150%

increase in availability of smaller pack sizes



Sales of no and low calorie drinks vary widely across Europe. This chart shows the percentage of total sales that no/low calorie drinks represent in a variety of countries.



30+

smaller packs to choose from eg. 150ml and 250ml cans, 200ml and 250ml bottles and 200ml pouches

66%

of new product introductions are no and reduced sugar



We call on EU policymakers to:

Support reformulation and sugar reduction:



- Deliver a coordinated policy approach from governments, industry, the healthcare community and civil society
- Maintain momentum and create opportunities to generate critical mass in driving sugar and calorie reduction across all food and drink categories
- Address regulatory hurdles that limit opportunities – including reviewing the stipulation that low-calorie sweeteners can only be used to deliver a minimum 30% calorie reduction

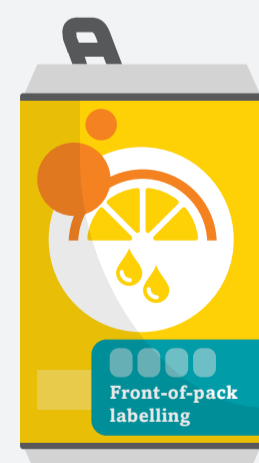


Uphold EFSA's scientific advice and develop strategies grounded in sound science so that specific foods and ingredients are not discriminated against unjustifiably



Address obesity and overweight and promote healthy diets:

- Follow a multi-faceted approach with focus on evidence of what works
- Not target only one specific actor but ensure initiatives are taken in partnership with all
- Recognise the important role low-calorie sweeteners have to play in reducing overweight and obesity and promote their safety and benefits



Introduce an EU-wide nutrition labelling scheme that:

- Is under EU governance
- Avoids fragmentation of the single market
- Is in line with existing EU legislation – such as the Nutrition and Health Claims Regulation



Lay emphasis on self-regulatory initiatives that can deliver results fast – including addressing children in schools, marketing and other settings

