EUROPEAN SOFT DRINKS INDUSTRY ACCELERATES SUGAR REDUCTION TO DELIVER A FURTHER 10% FROM 2015-2020 BUILDING ON THE 12% REDUCTION ALREADY ACHIEVED SINCE 2006 AND TRIPLING THE REDUCTION PACE

1. OUR SUGAR REDUCTION JOURNEY SO FAR

IN SOFT DRINKS SUGAR = THE SOURCE OF CALORIES

1970
0
80
100
200
m
ml
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250ml = 2g sugar
330ml (standard can) = 3g sugar
750ml (28oz can) = 10g sugar

2. ACHIEVEMENTS

- Average calorie/sugar reductions 1990-2015:
  - United Kingdom: -39%
  - Germany: -33%
  - France: -24%
  - Italy: -12%
- New reduced and no sugar introductions: FR, BE, CH, NL, ES, CZ, SK, H, BG
- No added sugar: FR, BE
- 40% less sugar: FR
- No sugar: FR, BE, CH
- 30% less sugar: FR, BE

3. CHALLENGES

- Consumer changing
- Addressing consumer preferences across multiple soft drinks categories
- Tripling the pace of added sugars reduction
- Introducing new reduced and no sugar introductions
- Coordinating EU policy on reformulation & sugar reduction

4. COORDINATED EU POLICY ON REFORMULATION & SUGAR REDUCTION

We welcome the EU policy approach:
- Partnership-based, involving all stakeholders
- Flexibility to optimise tools available to reflect local situations
- Allows us to deliver efficiency, speed and scale
- We hope other food categories will follow suit to generate critical mass

5. ACCELERATION OF THE SPEED AND SCALE OF ACTIONS

Tripling the pace of added sugars reduction between 2015-2020 (vs 2000-2015)

6. EMPLOYING A WIDE ARRAY OF TOOLS TO ACHIEVE OUR AMBITIOUS TARGET AND REDUCE THE SUGAR MIX ACROSS THE SOFT DRINKS PORTFOLIO

- Reformulating existing drinks
- Introducing smaller packages
- Introducing products reduced in sugar without no sugar at all
- Promoting drinks reduced in sugar or with no sugar

7. INNOVATION AND SUGAR REDUCTION IN ACTION

- Reducing added sugars in soft drinks by 45% in 2016
- Promoting products reduced in sugar or with no sugar
- Tripling the pace of added sugars reduction
- Accelerating reformulation & sugar reduction
- Responding to the EU call for reformulation and sugar reduction across the food industry

The first sector to answer the EU added sugars annex and its 10% sugar reduction target