



21 October 2015
Ljubljana

European Soft Drink industry: key initiatives and challenges











Sigrid Ligné
Director General

Our membership

22 National Associations

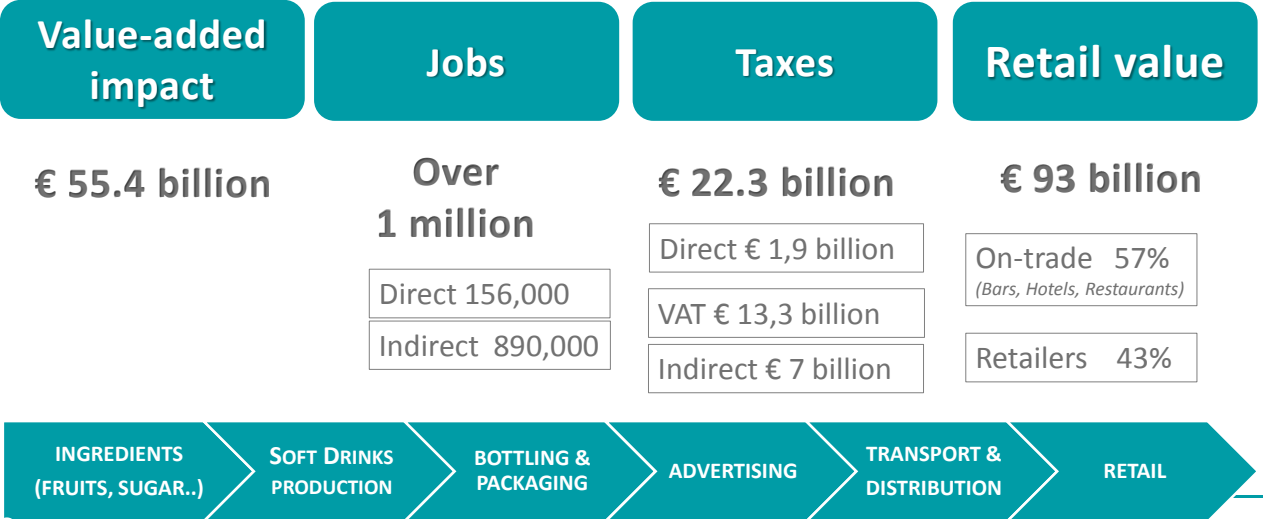
	Austria		Belgium
	Bulgaria		Denmark
	Finland		France
	Germany		Greece
	Italy		Ireland
	Luxembourg		Norway
	Poland		Portugal
	Romania		Slovakia
	Slovenia		Spain
	Sweden		Switzerland
	The Netherlands		United Kingdom

10 Companies

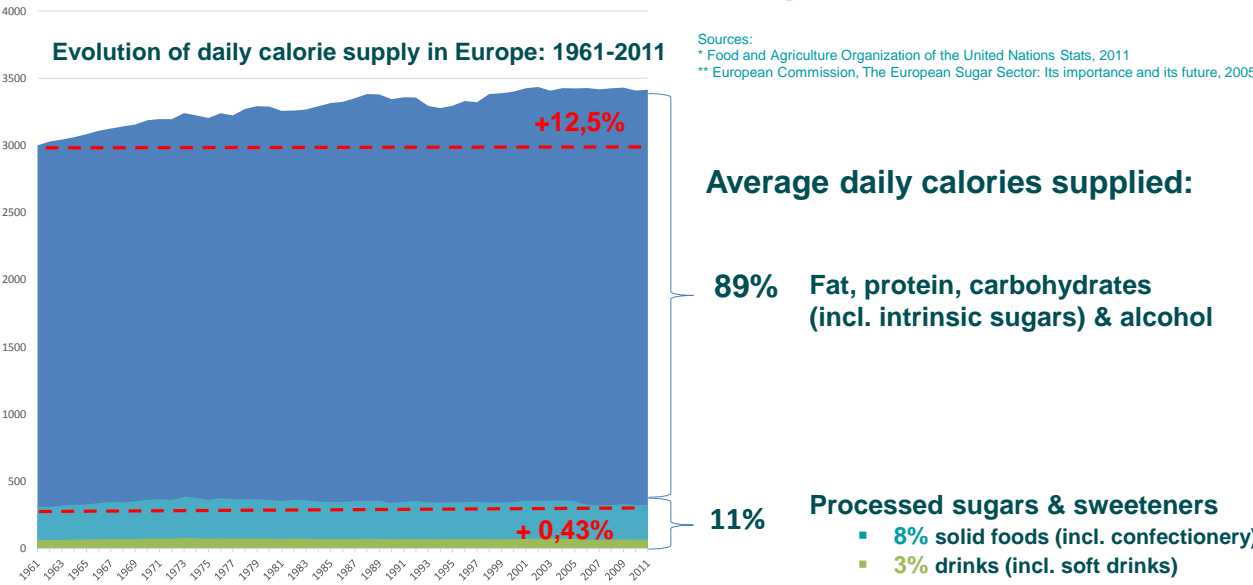
	Britvic
	Coca-Cola Enterprises
	Coca-Cola Hellenic
	Danone
	Nestlé Waters
	Suntory Beverage and Food Europe
	PepsiCo
	Red Bull
	Refresco Gerber B.V.
	The Coca-Cola Company



Rooted in the european & local economy



Soft drinks: less than 3% in the average European diet



Our EU platform commitments



The UNESDA commitments introduced in 2006 bind the soft drinks industry to behave responsibly in three core areas:

Towards children under 12 in schools and in advertising and commercial communication



- No advertising to children under 12 on TV, in print, online and in social media
- No sales in primary schools
- In secondary schools - full choice of products, unbranded machines, parental involvement

In the information we provide to consumer

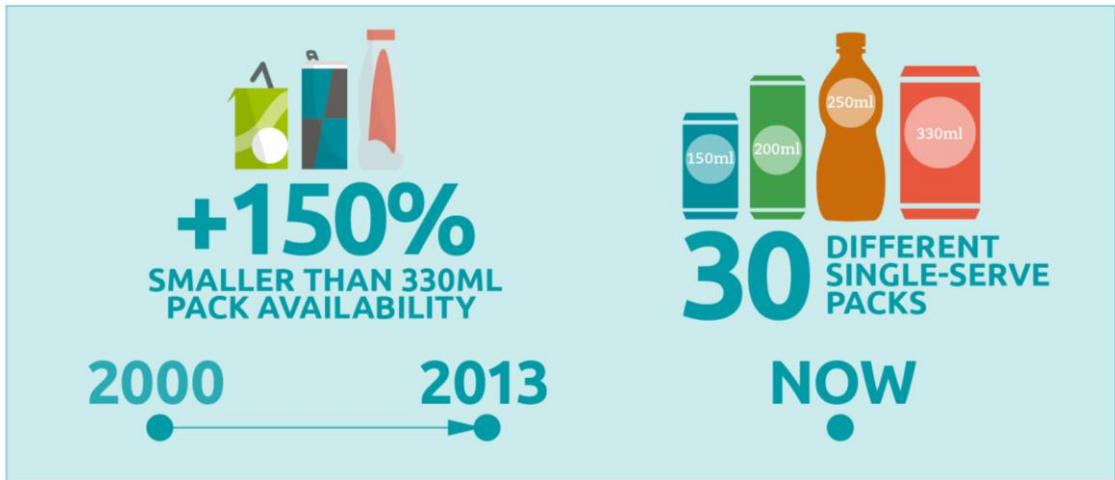
- Clear labelling, front of pack

In the variety and choice of products we offer

- Increase beverages with no and low calories
- Increase choice and availability of individual pack sizes

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Increase choice and availability of individual pack sizes



Increase beverages with no and low calories



Reformulation in action

• We offer choice with an increasing range of reduced/low calorie options

• We reformulate existing products



Trina Orange
now 10% less added sugar
than original beverage



Oasis tropical
now 15% less added sugar
than original beverage



Schweppes Agrum
now 45% less added sugar
than original beverage



Sprite
now at least 30% less sugar
than original beverage
in a.o. PL, AT, FI, UK, FR, BE, IE, NL, CY, EL



Nestea
now at least 30% less sugar
than original beverage
in a.o. DE, FR, RO, BG, CZ, PL, NL, HR, CY, EL, IT



Fanta
now at least 30% less sugar
than original beverage
in a.o. UK, ES



Lipton
now 35% less sugar
than original beverage
PT, IT, UK

Reformulation in action

• We continue to introduce reduced calorie products



Pepsi Next
30% less sugar
FR, FI, NL



Pepsi Max
no sugar, no calories



Coca-Cola Life
at least 30% less sugar
in a.o. BE, NL, LU, FR, UK, DE, PL, EL, SE



Coca-Cola Zero
no sugar, no calories

The role of sweeteners and why they are a key component of this journey?



Clear on safety & conditions of use

- Like all food additives, sweeteners undergo a thorough safety evaluation before being approved for use in foods and beverages:
 - **EFSA** provides a **safety assessment**, including establishing ADI
 - **Conditions of use** (Max. Levels in specific food categories) are established by **EC**
- National authorities monitor intake



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Sweeteners do not enhance a liking for sweet taste



Anton *et al.*,
Appetite, 2010, 55 (1); 37–43

- No difference in sensations of hunger and satiety over the day

Piernas *et al.*, (CHOICE study),
The American Journal of Clinical Nutrition, 2013, 97(3); 604-11

- Participants in « diet » drink group ate less desserts and less sugar

de Ruyter *et al.*,
New England Journal of Medicine, 2012, 367; 1397-1406

- Lower weight gain in sweetener group
- No increase in liking for sweetness in sweetener group

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Evidence that their intake is not associated with heightened appetite for sugar or sweet products



Bellisle F.,

Current Obesity Reports.,
2015, 4(1);106-110

A current comprehensive
review on sweet taste .

- Existing studies, using widely differing methodologies in various types of consumers reach largely convergent conclusions: **the use of LCS shows no consistent association with a heightened appetite for sugar or sweet products.**
- In many instances, **the use of LCS is associated with a lower intake of sweet tasting substances**
- Recent intervention studies in children and adults confirm that **LCS use tends to reduce rather than increase the intake of sugar-containing foods, and to facilitate, rather than impair, weight loss**

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Low calorie sweeteners are in fact a helpful tool for weight management



Hendriksen MA et al.,
European Journal of Nutrition, 2011, 50, 41–51

- Substitution of added sugar by intense sweeteners in carbonated soft drinks has beneficial effects on BMI

Miller PE & Perez V.,
The American Journal of Clinical Nutrition, 2014, 100(3);
765-77

- Replacing caloric sweeteners with LCS resulted in modest, but significant reductions in body weight, BMI, waist size and body fat.

Mattes R & Popkin B.,
The American Journal of Clinical Nutrition, 2009, 89(1); 1–14

- Drinking beverages sweetened with low- and no-calorie sweeteners will not stimulate your appetite or make you gain weight. The evidence suggests that if LCS are used as substitutes for higher energy yielding sweeteners, they have the potential to aid in weight management

Gibson S et al.,
British Nutrition Foundation Nutrition Bulletin, 2014, 39 (4);
386–389

- LCS do not increase appetite, have no discernible effect on satiety and help to reduce energy when used in place of higher energy ingredients. LCS can enhance weight loss under real-life conditions when used as part of a behavioural weight loss programme

Fernstrom JD.,
Annual Review Food Science & Technology, 2015, 6; 119–
36

- Replacement of dietary sugar with LCS does not increase, and can in fact reduce, energy intake and body weight.

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Health claims authorized in the EU



Consumption of foods/drinks containing LCS instead of sugar induces a lower blood glucose rise after their consumption compared to sugar-containing foods/drinks



Consumption of foods/drinks containing LCS instead of sugar contributes to the maintenance of tooth mineralisation

Source: EFSA Journal 2011;9(6):2229, EU Register on Nutrition & Health Claims

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UNESDA commitments: part of broader actions

- Efforts to increase availability of individual pack sizes and no and low calorie options will continue:
 - Reformulating, innovating and offering choice
 - Encouraging portion control
 - Reducing further average calorie content of our products
- Other initiatives include:
 - Advertising variety & choice
 - Promoting no and low calorie options
- Progress will also rely on a policy and regulatory framework which stimulates innovation



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