Unesda
Soft Drinks Europe

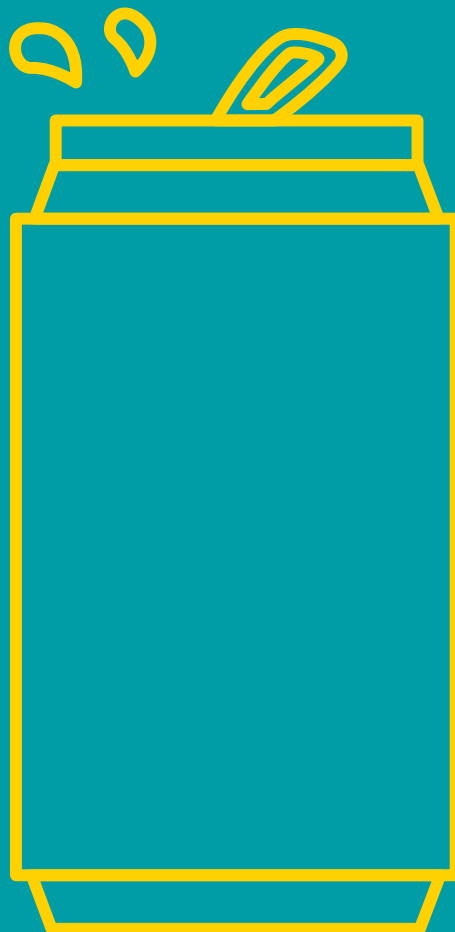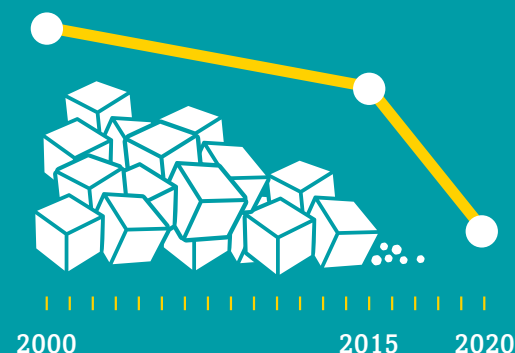**EUROPEAN SOFT DRINKS INDUSTRY ACCELERATES SUGAR REDUCTION TO DELIVER A FURTHER 10% FROM 2015-2020**

BUILDING ON THE 12% REDUCTION ALREADY ACHIEVED SINCE 2000 AND TRIPLING THE REDUCTION PACE

2000   2015   2020

Addressing changing consumer preferences

ZERO   0%

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
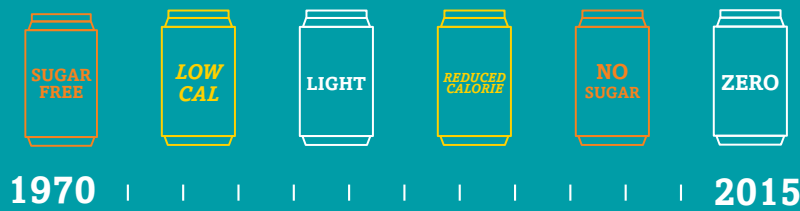
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1. OUR SUGAR REDUCTION JOURNEY SO FAR >>>

IN SOFT DRINKS

SUGAR =

THE SOURCE OF CALORIES

An early mover in added sugars reduction, our journey began in the 1970's when the first no sugar and calorie drinks were introduced

SUGAR FREE | LOW CAL | LIGHT | REDUCED CALORIE | NO SUGAR | ZERO

1970 — **2015**

Since 2000 we have been measuring our sugar and calorie reductions. In 2006 we made wide commitments to reduce calories and sugar to the EU Platform for Action on Diet, Physical Activity and Health

SUGAR

Our industry is already actively working on sugar reduction with governments and stakeholders in multiple member states, and has signed local reduction pledges

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2. ACHIEVEMENTS >>>

CALORIES **-12%** average calorie reduction from 2000-2015

+150% increase in availability of pack sizes smaller than 330ml (standard can) since 2006

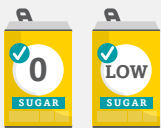**30+** different packs to choose from

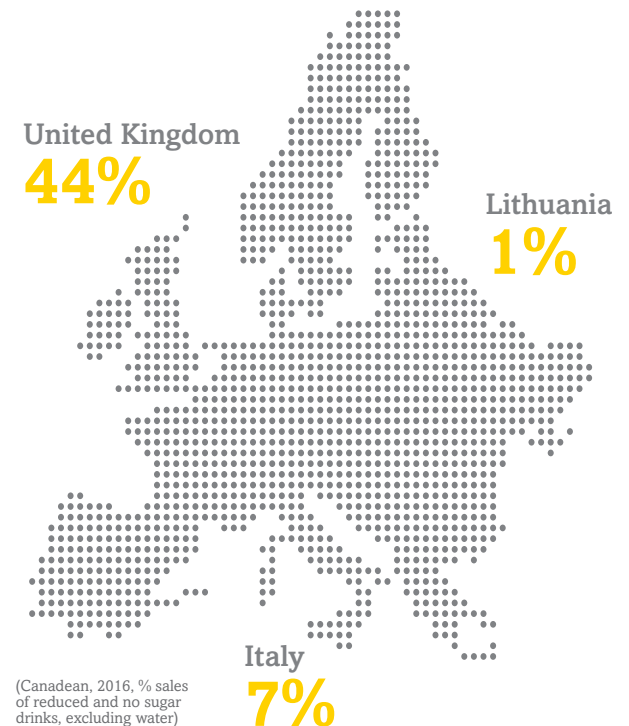**66%** of new product introductions are no and reduced sugar

LOW SUGAR | ZERO

30% of sales in some EU markets are no and low sugar/calorie drinks

0 SUGAR | LOW SUGAR

Source: Canadean, 2016

3. CHALLENGES >>>

TASTE

CONSUMER ACCEPTANCE

REGULATORY HURDLES

DIFFERENT TASTES AND CONSUMER PREFERENCES ACROSS EUROPE

United Kingdom
44%

Lithuania
1%

Italy
7%

(Canadean, 2016, % sales of reduced and no sugar drinks, excluding water)

## 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)

-12%

-10%

Calorie/sugar content

100

80

60

1970   2000   15 YEARS   2015   5 YEARS   2020
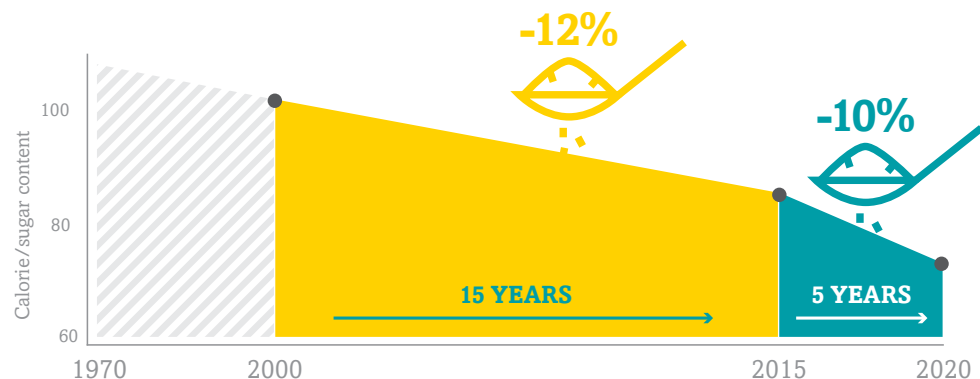
10% aggregate sugars reduction across Europe, impacting over 500 million consumers

RESEARCH

Progress will be monitored using independent third party auditors and shared with stakeholders

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

NEW RECIPE   NEW RECIPE   NEW RECIPE

Reformulating existing products including the use of low calorie sweeteners
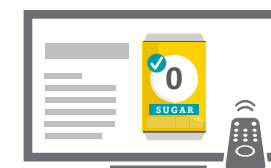
Innovating to introduce new products with no or reduced sugar, including the use of low calorie sweeteners

0 SUGAR

ZERO

Increasing availability of smaller pack sizes to increase portion control and moderation

ONE SERVING

Investing in the promotion of drinks with reduced or no sugar to encourage consumer choice

0 SUGAR

NEW

ZERO

INTRODUCING SMALLER PACKSIZES

Average **330ml** can of regular carbonated soft drink = 36g sugar

250ml = 27.5g sugar
-24%

200ml = 22g sugar
-39%

150ml = 16.5g sugar
-54%

REFORMULATING EXISTING DRINKS

NESTEA — At least **30% less sugar** in a.o FR, CZ, PL, NL, CY, EL, IT, DK, NO

Lipton — **35% less sugar** PT, IT, UK

Schweppes Agrum' — **45% less added sugar**

Fanta — At least **30% less sugar** in a.o UK, ES, FR

TriNa — **10% less added sugar**

Sprite — At least **30% less sugar** in a.o PL, AT, FI, UK, FR, BE, IE, NL, CY, EL, ES, CZ, SK, H, BG

Oasis — **15% less added sugar**

INTRODUCING PRODUCTS REDUCED IN SUGAR OR WITH NO SUGAR AT ALL

Oasis Zero — No added sugar FR, BE

Pepsi Next 30% less sugar

Orangina Zero — No added sugar FR, BE, CH, NL

Pepsi Max no sugar, no calories

May Tea — 40% less sugar FR

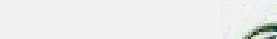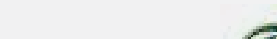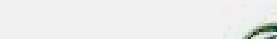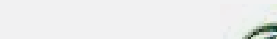**Coca-Cola Life** at least 45% less sugar

Schweppes Zero — No sugar FR, BE, CH

Coca-Cola Zero Sugar no sugar, no calories

Pulco — 30% less sugar FR, BE

PROMOTING DRINKS REDUCED IN SUGAR OR WITH NO SUGAR

The **UK's** leading companies increased their collective advertising spend on low and no calorie drinks by **49% in 2014**

In **Germany**, between 2010 and 2014, Coca-Cola **increased by 40%** the marketing & advertising spends for low/no calorie drinks

In **Italy**, between 2014 and 2016, **SBFE advertising spends on low/no calorie drinks** increased **by 70%**

42% of soft drinks sold in **Norway** are no or low sugar, containing less than 20kcals per 100ml

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