EUROPE’S SOFT DRINKS INDUSTRY REDUCED SUGAR AND CALORIES IN ITS PRODUCTS BY 22.5% FROM 2000-2017

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

<table>
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<tr>
<th>Small pack sizes increase</th>
<th>Sugar reduction</th>
<th>New product introductions</th>
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<tbody>
<tr>
<td>+150% increase in availability of smaller pack sizes</td>
<td>66% of new product introductions are no and reduced sugar</td>
<td>30+ smaller packs to choose from eg. 150ml and 250ml cans, 200ml and 250ml bottles and 200ml pouches</td>
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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.
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

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

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

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

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