

# ACTION ON DRINKS - FAQ

**We'll be a total beverage company, offering consumers an even greater choice of drinks with reduced sugar.**

## Sugar Reduction

**Q. - What are you doing to reduce sugar in your soft drinks?**

**A. -** Working with The Coca-Cola Company and other franchisors, we are reducing the amount of sugar in our drinks by altering our recipes, offering a wider choice and greater promotion of no and low calorie options.

Through our membership of the European soft drinks industry association [UNESDA](#), we made a commitment to reduce our average sugar content per litre of product by 10% between 2015 and 2020, on top of the 5% reduction already achieved. By the end of 2018, we had achieved a reduction of 11.1%. This represents a reduction of 15.8% since 2015 – equivalent to 160,000 tonnes of sugar – thereby meeting our target two years ahead of schedule.

In 2018, we launched 70 product reformulations to reduce sugar and calories, mainly in France, Great Britain, the Netherlands and Spain. In total since 2010, we have introduced 435 low and no calorie drinks in the market and 186 products had their recipes changed to reduce sugar. In 2018, these included several new zero sugar options, including Monster Ultra, new Fanta flavours, new Diet Coke and Coca-Cola zero sugar flavours. 2018 also saw the launch of Fuze Tea, our popular ready-to-drink tea brands, with great taste and low sugar.

## Low and no calorie drinks

**Q. - What progress have you made in ensuring 50% of your total sales comes from low or no calorie drinks by 2025?**

**A. -** Our commitment is that 50% of our total sales will come from low or no calorie drinks by 2025. We are already close to reaching this target. In 2018, 45% of our sales came from low and no calorie drinks, compared to 37% in 2017. In Belgium, Great Britain and Spain we have already met our target of 50%.

In 2019, we remain focused on our actions to meet our commitment to reach 50% of our sales coming from low or no calorie products through the introduction of innovative low and zero sugar drinks, reformulation, small pack size acceleration and increased marketing investment to raise consumer awareness of our wide range of low or no sugar choices.

## Choice

**Q. - What progress have you made in offering smaller pack sizes?**

**A. -** Smaller packs can help consumers control their calorie and sugar intake. We are committed to making smaller and more convenient pack sizes more readily available. Today, 5% of our sparkling soft drinks are sold in packs of 250ml or less and we're looking to increase this figure significantly by 2025.

In 2018, we launched new Sprite and Coca-Cola Light flavours in 250ml cans in Belgium, France, the Netherlands and Sweden. Also in Belgium we launched 250ml PET mini-bottles for Fanta known as Fanta Balls. We will introduce these in other countries in 2019.

**Q. - Do you offer any organic products?**

**A. -** Together with The Coca-Cola Company and other franchisors, we have broadened our range of organic drinks with 30 new organic product launches in 2018. Our Honest Tea, Honest Coffee, ViO BiO, and Capri-Sun Bio are the organic options we offer consumers. By the end of 2018 we had 52 organic drinks in our portfolio, making up 0.3% of our total sales volume.

## ACTION ON DRINKS - FAQ- CONTINUED

**Q. - Do you use ingredients that are genetically modified or derived from genetically modified organisms?**

**A. -** Coca-Cola European Partners (CCEP) does not use ingredients that are genetically modified or derived from genetically modified organisms in any of the countries in which we operate. We insist that our suppliers adhere to the same standards and demand suitably verified certificates of compliance with EU regulations 1829/2003 and 1830/2003 on genetically modified food and feed, and traceability and labelling respectively. CCEP follows The Coca-Cola Company's policy on Nanotechnology - see The Coca-Cola Company's [FAQs](#) under Products & Packaging.

## Product Information

**Q. - How are you helping consumers make informed choices about their drinks?**

**A. -** To help consumers make an informed choice about their drinks we're committed to providing clear, easy-to-understand nutritional information on all of our packaging, including information about sugar and calorie content.

In 2009, we were one of the first companies to voluntarily introduce Guideline Daily Amount (GDA) labelling on all of our packaging. Apart from waters, which do not require GDA labelling, 98% of our products carry GDA labelling. The remaining 2% of our portfolio that do not use GDA labelling are the drinks of our brand partner Monster Energy, which chooses not to put this labelling on the front of packs. This means it is aligned with other energy drink brands. We have included front-of-pack Reference Intake (RI) information on 98% of our packaging since 2013.

In 2014, we joined the UK government's voluntary colour-coded, front-of-pack nutrition labelling scheme. In 2018, we began trialling this type of colour-coded labelling in Belgium, France, Luxembourg and the Netherlands. The European Commission is currently looking into developing a single, consistent nutritional labelling scheme across Europe, and we hope these trials will make a positive contribution to this process.

Where it is not possible to provide front-of-pack labelling (for example, on returnable glass bottles in some countries), we make this information available on our websites or by other easily accessible means.

## Responsible Marketing

**Q. - How do you ensure that you market your drinks responsibly?**

**A. -** Our [Responsible Sales and Marketing Guidelines](#) provide guidance for our sales teams on how our products should be marketed. For example, we give advice about how to collaborate with customers to develop meal and snack promotions that showcase healthier food choices and smaller portion sizes. We aim to make our no and low-calorie beverages most prominent in our meal deal or snack promotions.

**Q. - What are your policies around marketing to children?**

**A. -** We have a long-standing policy not to advertise or market any of our products to children under the age of 12. While we can't control everything every child sees, we are working with The Coca-Cola Company to proactively push the industry to advertise responsibly. We do not place advertising in media where the audience is under 12 years old, and do not design our marketing communications in a way that directly appeals to children under 12. We also participate in audits by external organisations that monitor our advertising to demonstrate compliance.

Through [UNESDA](#), the European soft drinks industry association, we are committed not to advertise in printed media, on websites or during broadcast programmes aimed specifically at children. We do not undertake promotional activities aimed at under-12s and we never provide free samples to this age group unless an adult or carer is present.

We play a proactive role in leading local industry coalitions to strengthen our actions, with a particular focus on the rapidly evolving digital and social media environment and school policies. For example, in September 2017, together with UNESDA we announced a new commitment [to stop selling soft drinks with added sugar](#) in secondary schools across Europe.

## ACTION ON DRINKS - FAQ- CONTINUED

**Q. - What are you doing to promote responsible consumption of alcohol?**

**A. -** Most of the products in our portfolio are non-alcoholic. However, in two of the countries where we operate, we do produce or distribute alcoholic drinks such as beer, wine and spirits. Together, these make up 0.2% of the volume of our portfolio.

In Iceland, our Akureyri facility near the Arctic Circle produces its own Viking brand of beer, as well as brewing other beers under licence. We also act as the distributor for premium spirit brands including Glenrothes, Highland Park, Macallan, The Famous Grouse, Disaronno and Buss Spirits in Belgium and Luxembourg. In each of these countries, we respect the local code of practice for the responsible marketing and promotion of alcoholic drinks. This includes providing messages on responsible drinking, and marketing products only through channels aimed at adults over local legal purchase age.

We know that our non-alcoholic drinks are often consumed on social occasions where alcohol is involved and that they can be mixed with alcoholic beverages. We have issued guidelines to our sales teams to ensure that any association of our products with alcohol is communicated in a way that encourages moderate and responsible drinking, and which complies with all relevant laws, regulations and industry codes on the marketing and sale of alcohol.

We also promote our drinks as a non-alcoholic alternative. For 10 years, Coca-Cola Great Britain has run its Designated Driver campaign which rewards people who volunteer to do the driving over the festive period, and help friends and family get home safely. We offer designated drivers a free second soft drink when they buy a Coca-Cola, Appletiser or Schweppes drink at participating pubs and restaurants.