

OUR APPROACH TO WELLBEING

Consumer tastes are changing. As the world becomes more aware of the health impacts of consuming too much sugar, people increasingly want to reduce the amount of sugar in their diets. This change is part of a wider shift in consumer habits. Today, people are looking for a broader variety of drinks to fit a greater range of moods and moments. As consumer lifestyles evolve, our regulatory environment is changing too.

Following the recommendations of health authorities, governments are introducing regulations designed to control the level of sugar in drinks products, including taxes on drinks containing sugar above a certain level. Working with [The Coca-Cola Company](#) (TCCC) and other franchisors, we're evolving our business in line with these changes. Our long-term strategy is to be a total beverage company, providing a greater choice of drinks – including many more drinks with low or no sugar. We support the current recommendation by the [World Health Organisation](#) (WHO) that people should limit their intake of added sugar to no more than 10% of their total calorie consumption.

This is Forward, our sustainability action plan, relates to our activities in Europe. In 2022 we will extend our commitments to include all of our territories in API¹. Through this plan, we are committed to evolving our long-term business strategy to meet our stakeholders' expectations about helping consumers control their intake of added sugar:

– Great taste, less sugar

We are helping consumers reduce their intake of added sugar by rethinking our recipes to reduce sugar without compromising on taste and by bringing to market new low and no calorie drinks with taste that people love. To ensure that 50% of our sales come from low and no calorie drinks by 2025, we actively encourage consumers to reduce their daily sugar intake by raising awareness of our low and no sugar drinks through our point of sales communications. We're also helping consumers control the amount of sugar and calories they consume by making smaller and more convenient pack sizes more readily available to enjoy at home as well as on the go.

– Giving consumers more choice

To meet our consumers' preferences and expectations, we continually invest in our wide portfolio which includes some of the world's most popular drinks. From Coca-Cola trademark soft drinks to water and ready to drink (RTD) teas and coffees, we offer drinks to provide people with more choice across a wider range of categories with and without sugar, still or sparkling, as well as organic, Fairtrade and Rainforest Alliance certified drinks.

– Providing clear nutritional information

To help consumers make informed choices, we're committed to providing clear and transparent nutritional information about our drinks, including information about sugar and calorie content. Since 2013, we have included front-of-pack Reference Intake (IR) information and our bottles have featured a labelling icon highlighting the number of portions per multi serve pack since 2017. We support schemes that promote a consistent approach to labelling across our markets and align with EU legislation. We're encouraged to see growing support for colour based interpretive labelling across the EU.

– Responsible marketing

We have clear policies and guidelines in place to ensure we market our products responsibly, aiming to never mislead consumers, encourage responsible consumption and help consumers make informed choices about what they drink. In particular, we are committed to not marketing our products directly to children under 13. Also, in each of the countries where we distribute alcohol, 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 in channels where consumers are adults over local legal purchase age.

We will monitor, audit, and publicly report progress regarding the implementation of this policy and our commitments in an annual [Integrated Report](#) and [Sustainability Stakeholder Report](#).

This policy will be reviewed annually and published on our [website](#).

Our approach to wellbeing helps us to support UN Sustainable Development [Goal 3 – Good Health and Wellbeing](#).

1. In May 2021, Coca-Cola European Partners completed the acquisition of Coca-Cola Amatil, becoming Coca-Cola Europacific Partners (CCEP). We are working to update our sustainability action plan targets to cover our combined business, including Australia, the Pacific and Indonesia (API), by the end of 2022.