

Wellbeing policy

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 drink options 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 products – 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.

We are taking the following steps to evolve our long-term business strategy to meet our stakeholders' expectations about helping consumers control their intake of added sugar.

- **Improving the range of low and no calorie products:** We are helping consumers reduce their intake of added sugar, by rethinking the recipes of our drinks to reduce sugar across many of our brands. We're bringing to market new sugar alternatives that help us keep the tastes people love but with less sugar and fewer calories. At the same time we're expanding our portfolio to include many other types of drink like teas and coffees, juices and purified water. Beyond evolving our portfolio, we're making it easier for consumers to cut down on sugar in other ways. For example, we're making smaller pack sizes more readily available.
- **Providing easy-to-understand, accessible information:** To help consumers make an informed choice about their drinks we're committed to providing voluntarily clear, easy-to-understand nutritional information about our products and our ingredients on all of our packaging, including information about sugar and calorie content. We have included front-of-pack Reference Intake (RI) information on 98% of our packaging since 2013.
- **Responsible marketing:** We will continue to maintain our long-standing policy not to advertise or market any of our products to children under the age of 12.

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