



## Preparing for the soft drinks tax (Great Britain)

In April 2018, a new soft drinks tax came into effect in the UK. The tax is applied to soft drinks containing added sugar above a certain threshold - 18p per litre is added to soft drinks containing 5 to 8g of added sugar per 100ml, and 24p per litre to soft drinks containing more sugar than this. As part of our long-term strategy, we have been reducing sugar across our portfolio, as well as introducing many more low and no sugar drinks. 66% of our sales in Great Britain were from low or no calorie drinks in 2018. We've taken steps to prepare customers and consumers for the introduction of the tax. To protect shoppers from additional costs, we have changed our marketing strategy to focus on low and no sugar options. We're also giving retailers guidance on how to support this strategy through our Coke Customer Hub.



Sustainability Action Plan