

# ACTION ON DRINKS

## **Too much sugar isn't good for anyone. By evolving our portfolio and packaging, we're helping consumers manage the amount of sugar they consume, and make more informed choices about their diets.**

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](#) 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.

As part of this approach, we're rethinking many of our recipes 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. We're shifting our marketing spend to make people more aware of our low and no sugar options, while continuing to ensure we never advertise to children under 12. Finally, we're helping people make informed choices through clearer front-of-pack nutritional labelling.

We support the current recommendation by the [World Health Organisation](#) that people should limit their intake of added sugar to no more than 10% of their total calorie consumption. Our Action on Drinks helps us to support [UN Sustainable Development Goal 3 – Good Health and Wellbeing](#).



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We'll reduce the sugar in our soft drinks by 10% between 2015 and 2020, and that's in addition to the 5% reduction achieved in the previous 5 years.<sup>1</sup>

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We'll aim for 50% of our sales to come from low or no calorie drinks.<sup>2</sup>

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We'll continuously evolve our recipes and portfolio to offer a greater choice of drinks.

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We'll make it easier for consumers to cut down on sugar with straightforward product information and smaller pack sizes.<sup>3</sup>

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We'll make sure we don't advertise to children under 12 and that our sales and marketing practices evolve in line with external expectations.

### **Baseline is 2010 and target date is 2025 unless otherwise stated**

<sup>1</sup> Sparkling soft drinks and non-carbonated soft drinks only. Does not include water or juice.

<sup>2</sup> Total CCEP sales. Does not include coffee, alcohol, beer or freestyle. Low calorie beverages ≤20kcal/100ml. Zero calorie beverages <4kcal/100ml.

<sup>3</sup> We will develop specific targets on smaller pack sizes within 12 months.

Sustainability Action Plan