



# HEALTH & NUTRITION COMMITMENTS

The European soft drinks industry is committed to helping Europeans manage their intake of added sugars from soft drinks and facilitating moderate consumption by increasing the range of new no- and low-calorie products and small pack sizes. By doing this, the soft drinks industry aims to respond to evolving consumer preferences and societal expectations around creating healthier food and drink environments.

UNESDA health and nutrition commitments are structured around four pillars:

- > Sugar reduction
- > Responsible marketing and advertising practices to children
- > School policies
- > Consumer information



## SUGAR REDUCTION

33%

OVERALL  
REDUCTION  
IN AVERAGE  
ADDED SUGARS  
BETWEEN  
2000-2025



**THE EUROPEAN SOFT DRINKS SECTOR REMAINS THE ONLY SECTOR TO HAVE RESPONDED TO THE 2015 EU CALL FOR A 10% ADDED SUGARS REDUCTION BY 2020**

### NEW COMMITMENT

- An **additional 10% reduction** in average added sugars in soft drinks in the EU27 and the UK **between 2019 and 2025**
- This will represent an **overall reduction of 33%** in average added sugars **over the past two decades**

### Delivering on past commitments by reaching key achievements in the EU27 and the UK

- A **3.6% reduction** in average added sugars in soft drinks **between 2019 and 2021**
- A **17.7% reduction** in average added sugars in soft drinks **since 2015**
- A **13.3% reduction** in average added sugars in soft drinks **between 2000 and 2015**

# RESPONSIBLE MARKETING AND ADVERTISING PRACTICES TO CHILDREN



## NO MARKETING OR ADVERTISING OF SOFT DRINKS TO CHILDREN SINCE 2006

### NEW COMMITMENT

- raising the minimum age limit to 13 years old
- lowering the audience threshold of children from 35% to 30% (fewer young children will be directly exposed to advertising for any soft drinks)
- expanding the scope of channels where we will not market or advertise



### PAST COMMITMENTS

No marketing communication in these channels:

2006



Printed media, websites or during broadcast programmes specifically aimed at children under 12

2008



Cinemas

Since 2010



Digital world, including company-owned websites  
No advertising when 35% of the audience or more is under 12 years of age

# SCHOOL POLICIES



### ENHANCED COMMITMENT

*commitment made in 2006 and subsequently reinforced over the past 15 years*

#### Primary schools

No sales and advertising of ANY soft drinks (through direct distribution)

#### Secondary schools

Selling ONLY no- and low-calorie soft drinks, and only in non-branded vending machines, without logos or commercial communications (through direct distribution)

## **About UNESDA Soft Drinks Europe**

Established in 1958, UNESDA Soft Drinks Europe is the Brussels-based trade association representing the non-alcoholic beverages sector. Its membership comprises of 10 companies and 23 national associations from across Europe. UNESDA members are involved in the production and/or distribution of a wide variety of non-alcoholic beverages including still drinks, carbonates, fruit drinks, energy drinks, iced teas and sports drinks.

UNESDA's policy priorities are sustainability (e.g. beverage packaging, collection, recycling), responsibility (e.g. sugar reduction, school policies, marketing practices towards children and labelling) and competitiveness (e.g. taxation, market access).

[www.unesda.eu](http://www.unesda.eu)





# TRANSPARENT AND CLEAR CONSUMER INFORMATION



## ENHANCED COMMITMENT

Contribute to the establishment of an evidence-based, EU-wide, harmonised and interpretative front-of-pack nutrition system that

- ✓ is meaningful for consumers
- ✓ encourages food producers to reformulate
- ✓ is developed under an EU governance model

## POLICY ENABLERS



### Promoting a multi-faceted and multi-stakeholder approach to address obesity and overweight

- Taking a multi-faceted approach that acknowledges different lifestyle preferences, diverse food/culinary cultures, overall health and activity levels and age, and encourages an optimal intake of nutrients and calories
- Calling for collective action from all actors in the food value chain to deliver meaningful and positive health impacts



### Considering meaningful voluntary approaches to sugar reduction as an efficient alternative to regulation

- Generating critical mass in driving sugar and calorie reduction across all food and drink categories
- Addressing regulatory hurdles that limit opportunities – including reviewing the stipulation that low-calorie sweeteners can only be used to deliver a minimum 30% calorie reduction



### Supporting the use of ingredients approved as safe by health authorities

- Developing evidence-based dietary recommendations that treat equally ingredients approved as safe for use by health authorities

- Recognising the important role of low-calorie sweeteners in achieving public health objectives, including reducing overweight and obesity, and promoting their proven safety and benefits to enhance consumer confidence



### Ensuring regular and reliable pan-European monitoring of food and drink consumption intakes and patterns across Europe

- Improving the collection of dietary data across Europe to ensure up-to-date, consistent and directly comparable data
- Strengthening the evidence base to better understand what interventions work for at-risk population groups to address the rise in obesity and overweight



### Adopting an EU-wide, interpretative, front-of-pack nutrition labelling scheme that:

- Is under EU governance and avoids fragmentation of the EU Single Market
- Is in line with existing EU legislation – such as the EU Nutrition and Health Claims Regulation – to ensure clear and consistent information to support consumer choice
- Is based on sound science and evidence, and does not discriminate against any specific food or ingredient