UNESDA has taken far-reaching commitments to reduce sugar and calories and behave responsibly.

We call on EU policymakers to:

- Support reformulation and sugar reduction:
  - Follow a coordinated policy approach from governments, industry, the healthcare community and consumers.
  - Maintain momentum and create opportunities to generate critical mass in driving sugar and calorie reduction across all food and drink categories.
  - Address regulatory hurdles that limit opportunities – including reviewing the stipulation that low-calorie sweeteners can only be used to deliver a minimum 30% calorie reduction.

- Uphold EFSA’s scientific advice and develop strategies grounded in sound science so that specific foods and ingredients are not discriminated against unjustifiably.

- Address obesity and overweight and promote healthy diets:
  - Follow a multi-faceted approach with focus on evidence of what works.
  - Not target only one specific actor but ensure initiatives are taken in partnership with all.
  - Recognise the important role low-calorie sweeteners have to play in reducing overweight and obesity and promote their safety and benefits.

- Introduce an EU-wide front-of-pack nutrition labelling scheme that:
  - Is under EU governance.
  - Avoids fragmentation of the single market.
  - Is in line with existing EU legislation – such as the Nutrition and Health Claims Regulation.

- Lay emphasis on self-regulatory initiatives that can deliver results that – including addressing children in schools, marketing and other settings.

- Reduce is delivered through four actions:

  1. Sugar reduction has been ongoing since the introduction of the first no- and low-calorie drinks almost 50 years ago.
  2. In soft drinks, sugar reduction = calorie reduction.
  3. Reformulation of existing drinks using no/low calorie sweeteners.
  4. Innovation to introduce new drinks with no or reduced sugar.
  5. Portion control through increasing the availability of smaller pack sizes.
  6. Promotion behind no and reduced sugar drinks to nudge consumer behaviour.

Supporting the importance of balance and moderation in promoting healthy lifestyles.

Responding to the EU call to achieve a 10% reduction added sugars – the only sector to commit to the EU added sugar annex request for 10% sugar reduction.

UNESDA has taken far-reaching commitments to reduce sugar and calories and behave responsibly.

Sales of no and low calorie drinks vary widely across Europe. This chart shows the percentage of total sales that no/low calorie drinks represent in a variety of countries.

Achievements:

- 66% of new product introductions are no and reduced sugar.
- +150% increase in availability of smaller pack sizes.
- 30+ smaller packs to choose from eg. 150ml and 250ml cans, 200ml and 250ml bottles and 200ml pouches.
- 30+ new product introductions are no and reduced sugar.

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EUROPE’S SOFT DRINKS INDUSTRY REDUCED SUGAR AND CALORIES IN ITS PRODUCTS BY AN AVERAGE OF

14.6% between 2015 and 2019

2000 2015 2020

The soft drinks industry is the first and only sector to have responded to the EU call for a 10% added sugars reduction by 2020.

Average calories reduced by a total of 26% between 2000-2019.

Source: GlobalData 2019

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Responding to the EU call to action to reduce added sugars – the only sector to commit to the EU added sugar annex request for 10% sugar reduction.

SUGAR

10%

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Introduce an EU-wide front-of-pack nutrition labelling scheme that:

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Lay emphasis on self-regulatory initiatives that can deliver results that – including addressing children in schools, marketing and other settings

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Support reformulation and sugar reduction:

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