

MAKING THE HEALTHIER CHOICE, THE EASY CHOICE



We are committed to helping consumers manage their intake of added sugars from soft drinks . Creating a healthier and more sustainable food system in Europe requires urgent action by all sectors of society, and the soft drinks industry is doing its part to create a healthier food environment so that the healthier choice becomes the easy choice for consumers.



**SUGAR
REDUCTION**

- Reduce the average added sugars in our soft drinks by another 10% from 2019-2025 across the EU
- This will represent a 33% overall reduction in average added sugars over the last two decades



**RESPONSIBLE
MARKETING
& ADVERTISING**

- Raise the minimum age limit for marketing and advertising to 13 years old
- Lower the audience threshold from 35% to 30% so that fewer young children will be directly exposed to advertising for any of our soft drinks
- Expand the scope of channels where we will not market or advertise



**SCHOOLS
POLICIES**

Intensify our efforts to ensure that our commitments are fully implemented across the EU.

- NO sales and advertising of any soft drinks in EU primary schools;
- Offering ONLY no- and low-calorie soft drinks for sale in EU secondary schools and only in non-branded vending machines.



**NUTRITIONAL
LABELLING**

- 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 and is developed under an EU governance model.