



BENEFITS OF LOW- AND NO-CALORIE SWEETENERS

WEIGHT MANAGEMENT AND LOW- AND NO-CALORIE SWEETENERS



Low- and no-calorie sweeteners may help with weight management in the context of a **healthy, balanced and lower calorie diet**. Their key benefit is to **provide a sweet taste to foodstuffs**, including soft drinks, **with no or very few calories**. This supports those consumers who wish to **reduce their sugar and calorie intake**, whilst still being able to enjoy great tasting foods and drinks.



Amongst other studies, recent data from the World Health Organization¹ demonstrates that overall **sugars' and calorie intake is more likely to be lower when low- and no-calorie sweetened beverages are consumed** instead of sugar sweetened beverages.

DIABETES AND LOW- AND NO CALORIE SWEETENERS



Low- and no-calorie sweetened beverages provide people with diabetes with a wider choice of great tasting drinks **having no or less effects on their blood glucose** than sugar-sweetened beverages.



A number of national diabetes organisations across Europe, including those in Belgium, Germany, Norway and the UK, consider that low- and no-calorie sweeteners may form part of individualised recommendations for people with diabetes.



THE USE OF LOW- AND NO-CALORIE SWEETENERS IN SOFT DRINKS



For several years, the European soft drinks sector has taken voluntary actions to **reduce average added sugars in its soft drinks** to meet consumer needs and to address public health concerns. **These actions help consumers manage their sugar intake from soft drinks.**



Low- and no-calorie sweeteners are one of the most effective tools helping the soft drinks sector on its **journey to create a healthier food environment for consumers.**



The continued support of national public health authorities in ensuring the scientific approval, authorisation and use of low- and no-calorie sweeteners is key to helping the soft drinks industry make further progress in providing more choice with less sugar.

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 10 companies and 24 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).

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