



More Choices, Less Sugar

America's leading beverage companies are bringing consumers more choices with less sugar than ever. From sparkling, flavored and bottled waters to zero sugar sports drinks, teas and sodas, consumers are taking advantage of these choices.

Today, nearly **60%** of our beverages sold contain **zero sugar**.

THE *Coca-Cola* COMPANY



Keurig
DrPepper™



PEPSICO



In 2014, The Coca-Cola Company, Keurig Dr Pepper and PepsiCo joined forces in a landmark agreement to reduce beverage calories in the American diet. These companies set an ambitious goal to reduce beverage calories consumed per person nationally by 20% by 2025. Because of these actions, today we are halfway to that goal.

Learn More at BalanceUS.org

Taking Action to Reduce Sugar

America's leading beverage companies are working together to support consumers in their efforts to find balance. Through innovation and collaboration, we are reducing sugar consumed from beverages.

Nearly 60% of products sold today contain zero sugar

We're leveraging the industry's power of innovation to offer more beverage choices with less sugar. From reformulating products to creating new ones to developing smaller sizes, we're exploring all paths to bring consumers more choices.



We're using our marketing expertise and distribution network to drive availability and demand for zero sugar and reduced sugar beverages

Through national and local marketing efforts, we are increasing awareness of and access to more beverage choices and supporting families in reducing their sugar and calories from beverages.

We're promoting calorie awareness and balance on point-of-sale equipment nationwide to help consumers make informed choices

On more than 3 million vending machines, self-serve fountain equipment and retail coolers, consumers see clear calorie counts and messages that encourage them to consider calorie balance when making their choices.



Impact through collaboration

We believe the key to success is the collaboration between beverage companies, public health groups and trusted local voices nationally and locally. We've invested locally in communities across the country - from Eastern Los Angeles to the Mississippi Delta - to learn what works when it comes to creating more balanced communities.