

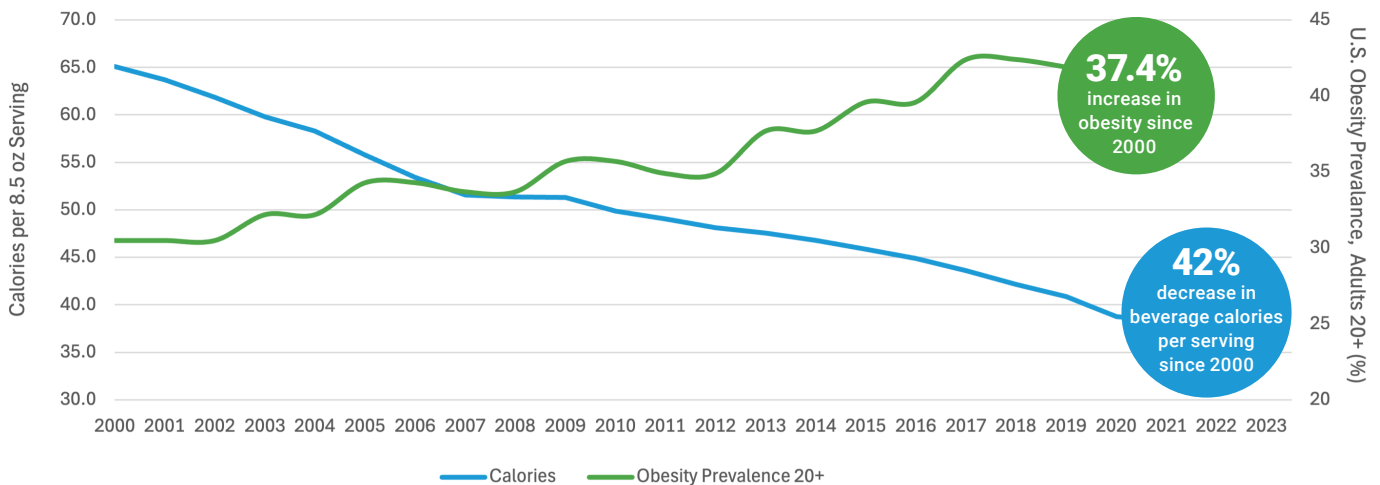
GET THE FACTS: AMERICANS CONSUMING FEWER BEVERAGE CALORIES

Beverages Are Not Driving Obesity.

We recognize the health challenges facing Americans and we're proud to be part of the solution, supporting families' efforts to achieve a balanced lifestyle. **The fact is no industry has done more than ours to help reduce sugar in the diet and tackle obesity.** We're leveraging our industry's strengths in product innovation and marketing to offer consumers more choices with less sugar, smaller portion sizes and clear calorie information. That includes being the only food industry sector with successful zero calorie alternatives to flagship products.

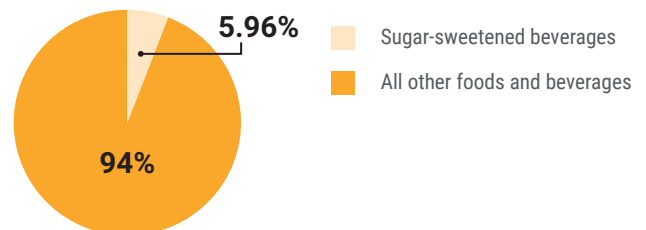
As obesity rises, calories consumed from soda are going down.

While adult obesity is up 37.4% since 2000, full-calorie soda sales are down 22.9% and beverage calories per serving are down 42%.^{1,2} If the two were connected, obesity rates should have decreased with the decline in soda consumption.



Calories from sugar-sweetened beverages are a small part of the American diet.

When consumption of all sugar-sweetened beverages are combined, they account for less than 6% of calories in the American diet, according to USDA analysis of government data.³



1 Centers for Disease Control and Prevention NCHS Data Brief: <https://www.cdc.gov/nchs/products/databriefs/db360.htm>

2 Beverage Marketing Corporation

3 2020 Dietary Guidelines Advisory Committee: https://www.dietaryguidelines.gov/sites/default/files/2020-07/DA_Supplement_FoodCategorySources_0.pdf

AMERICA'S BEVERAGE COMPANIES: LEADERS ON CHOICE & INFORMATION

Providing Americans with more choices, and not restricting them, along with clear, transparent information is the best way to support balance and improve health. And America's beverage companies are leading the way by providing consumers with the choices they want and the information they need to make the best decisions for themselves and their families. **We work hard to make sure our consumers are informed consumers.**

Over the last two decades, we listened to consumers, policymakers and the public health community. We worked together to transform the beverage aisle, deliver clear information and help Americans find balance.



Only Sector with Zero Calorie Options

Only food industry sector with successful zero calorie alternatives to flagship products.



Clear Calorie Labels

Added clear calorie labels to the front of every can, bottle and pack we produce.



More Choices, Zero Sugar

More than 600 low- or no-sugar brands on the market including sparkling and flavored water, zero sugar sports drinks and teas.



Informing Purchases

Placing calorie reminders on more than 3 million vending machines and coolers nationwide.



Smaller Portions

Majority of brands now come in 7.5 oz containers for those who want a little less.



Encouraging Balance

Promoting balance through in-store displays.



No Advertising to Children

Voluntary commitment not to market or advertise to children.

The impact of these intentional changes are difficult to ignore.

Nearly **60%** of beverages Americans buy today are **zero sugar**.

Beverage calories per-serving have **declined by 42%** since 2000.

More than 600 low- or no-sugar brands on the market including sparkling and flavored water, zero sugar sports drinks and teas.

