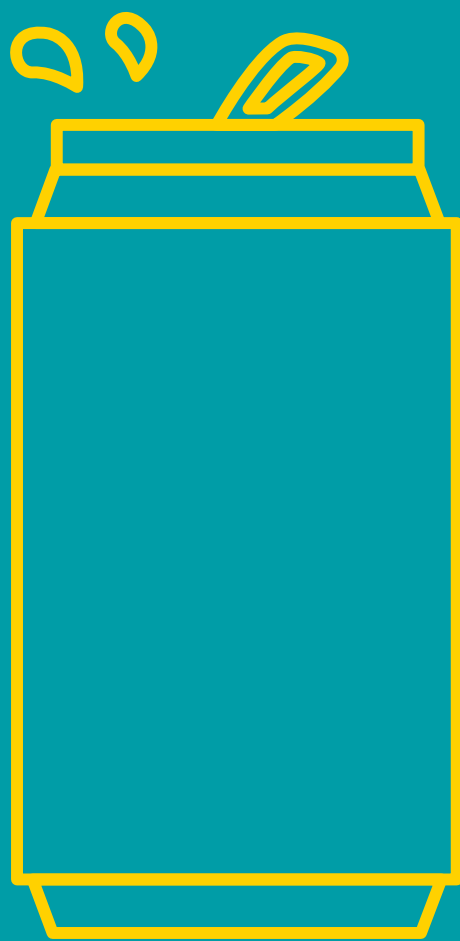
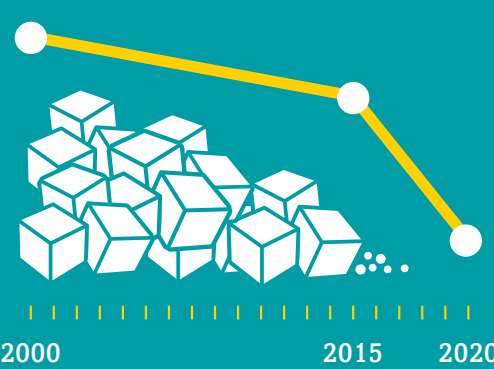


EUROPEAN SOFT DRINKS INDUSTRY ACCELERATES SUGAR REDUCTION TO DELIVER A FURTHER 10% FROM 2015-2020



BUILDING ON THE 12% REDUCTION ALREADY ACHIEVED SINCE 2000 AND TRIPLING THE REDUCTION PACE



Addressing changing consumer preferences



Responding to the EU call for reformulation and sugar reduction across the food industry

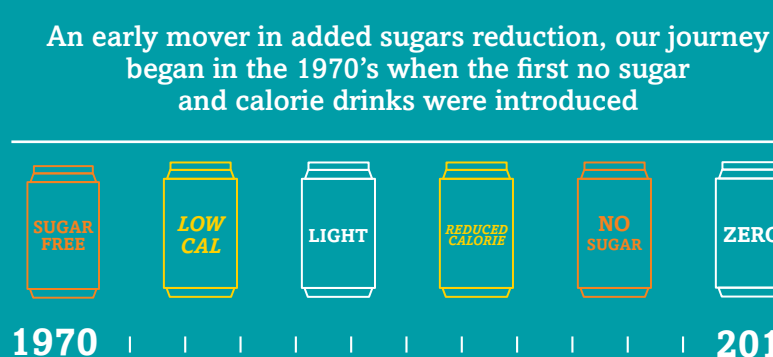


The first sector to answer the EU added sugars annex and its 10% sugar reduction target



1. OUR SUGAR REDUCTION JOURNEY SO FAR >>>

IN SOFT DRINKS SUGAR = THE SOURCE OF CALORIES

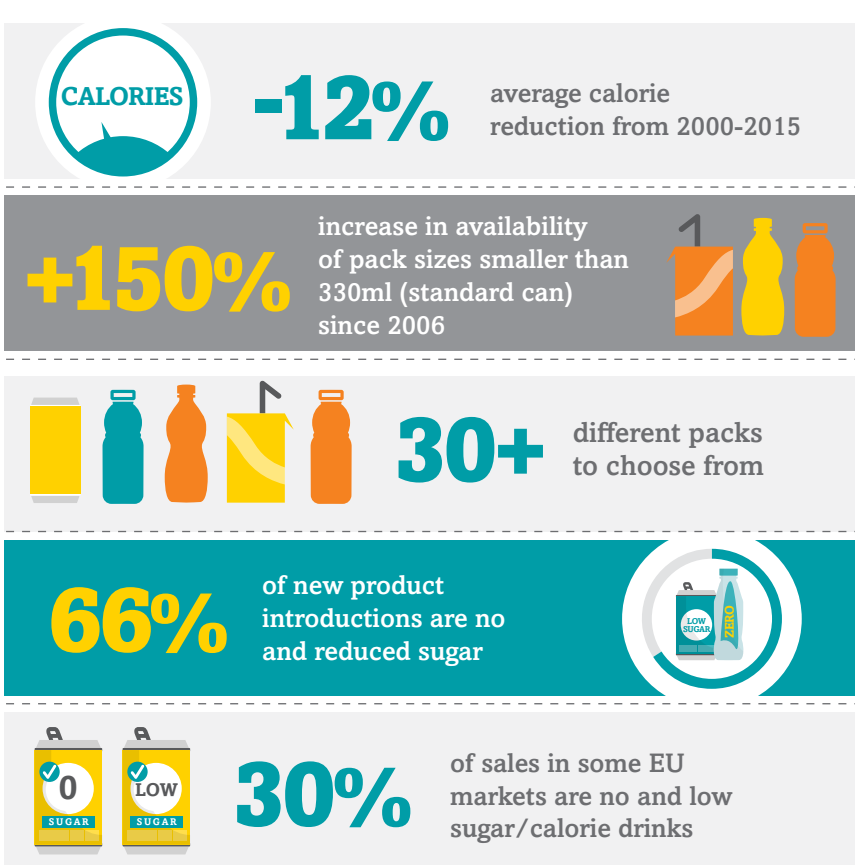


Since 2000 we have been measuring our sugar and calorie reductions. In 2006 we made wide commitments to reduce calories and sugar to the EU Platform for Action on Diet, Physical Activity and Health

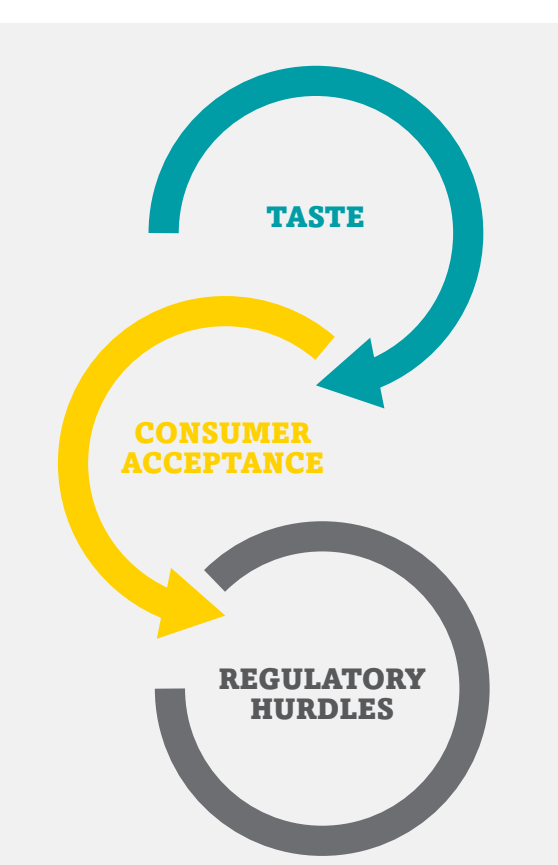


Our industry is already actively working on sugar reduction with governments and stakeholders in multiple member states, and has signed local reduction pledges

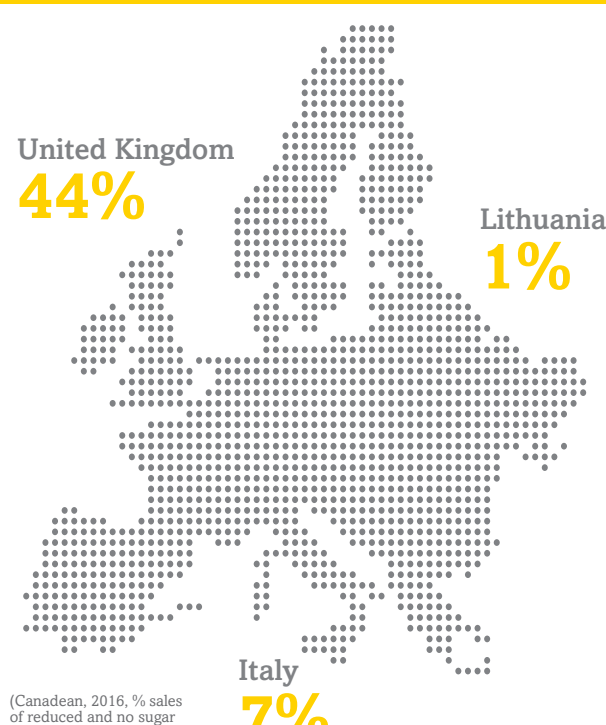
2. ACHIEVEMENTS >>>



3. CHALLENGES >>>



DIFFERENT TASTES AND CONSUMER PREFERENCES ACROSS EUROPE



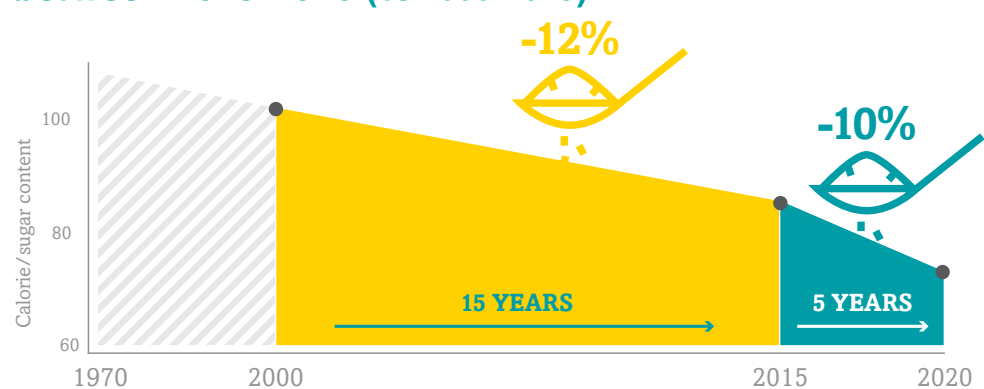
4. COORDINATED EU POLICY ON REFORMULATION & SUGAR REDUCTION >>>

We welcome the EU policy approach:

- Partnership based, involving all stakeholders
- Flexibility to optimise tools available to reflect local situations
- Allows us to deliver efficiency, speed and scale
- We hope other food categories will follow suit to generate critical mass

5. ACCELERATION OF THE SPEED AND SCALE OF ACTIONS >>>

Tripling the pace of added sugars reduction between 2015-2020 (vs 2000-2015)



10% aggregate sugars reduction across Europe, impacting over 500 million consumers



Progress will be monitored using independent third party auditors and shared with stakeholders

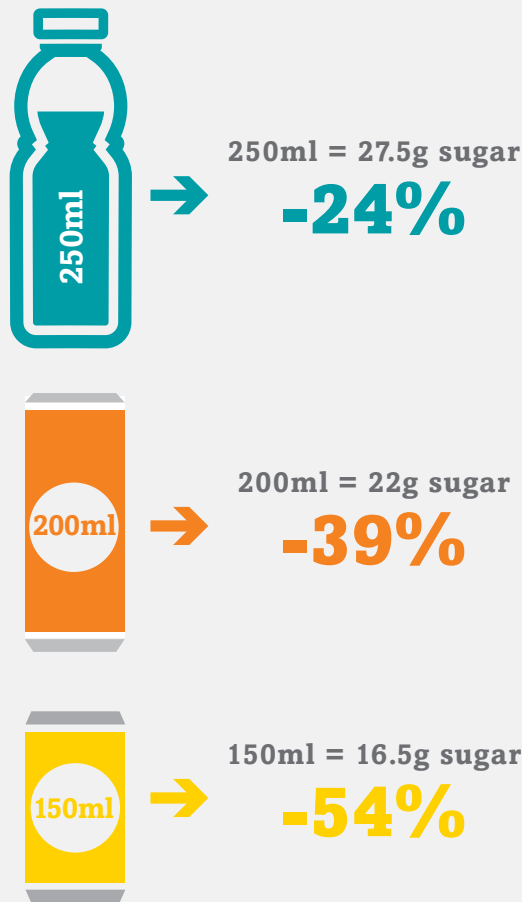
6. EMPLOYING A WIDE ARRAY OF TOOLS TO ACHIEVE OUR AMBITIOUS TARGET AND REDUCE THE SUGAR MIX ACROSS THE SOFT DRINKS PORTFOLIO >>>

- Reformulating existing products including the use of low calorie sweeteners**
- Innovating to introduce new products with no or reduced sugar, including the use of low calorie sweeteners**
- Increasing availability of smaller pack sizes to increase portion control and moderation**
- Investing in the promotion of drinks with reduced or no sugar to encourage consumer choice**

7. INNOVATION AND SUGAR REDUCTION IN ACTION >>>

INTRODUCING SMALLER PACKSIZES

Average 330ml can of regular carbonated soft drink = 36g sugar



REFORMULATING EXISTING DRINKS



INTRODUCING PRODUCTS REDUCED IN SUGAR OR WITH NO SUGAR AT ALL



PROMOTING DRINKS REDUCED IN SUGAR OR WITH NO SUGAR

