

Together 20% BY 2025

The Australian Beverages Council Limited (ABCL) has announced a pledge to **reduce sugar in the non-alcoholic beverage industry by 20 per cent by 2025.**



THE PLEDGE IS THE **FIRST TIME** IN AUSTRALIA WHERE AN INDUSTRY HAS SELF-REGULATED ON SUGAR REDUCTION IN THIS WAY.



The commitment applies to **all categories of non-alcoholic drinks represented by Members of the Australian Beverages Council** who have signed the pledge, including: carbonated soft drinks, energy drinks, sports and electrolyte drinks, frozen drinks, bottled and packaged waters, juice and fruit drinks, cordials, iced teas, ready-to-drink coffees, flavoured milk products and flavoured plant milks.



Right across the country, the Australian non-alcoholic beverages industry is a key contributor to local, state and national economies.



The Industry supports direct employment of more than 46,000 people. For more information please visit: www.australianbeverages.org



It also contributes almost \$7 billion to the national economy and collectively pays more than \$1.2 billion per annum along its supply chain.

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