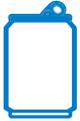


# Australian Beverages Council Sugar Reduction Pledge

FIRST PROGRESS UPDATE - FACT SHEET



The Australian Beverages Council Limited has announced that Australia's largest beverage companies have secured a **seven per cent reduction** in sugar across the industry.



Seven per cent reduction in sugar has been achieved by **average reductions in total grams of sugar per 100mL** and includes the period **1 January 2015 to 31 December 2018**.



In June 2018, the Australian Beverages Council Limited announced the sugar reduction pledge that committed to a **20 per cent reduction in sugar across the industry's portfolio by 2025**.



Australia's leading beverage companies, including **Coca-Cola Amatil, Coca-Cola Australia, Asahi Beverages and PepsiCo Australia**, are signatories to the Pledge and have provided data for aggregation by KPMG.



The industry has committed to **reduce sugar by 10 per cent by 2020**, with a further commitment to reduce sugar by a total of **20 per cent on average over the full period of the pledge by 2025**.

## How the pledge commitment will be achieved

Some of the measures ABCL Members may use to contribute to the industry's pledge include:

- Increasing volume sales of low and no sugar varieties
- Introducing additional low and no sugar varieties onto the market by 2020 or 2025
- Introducing smaller pack sizes or reducing average container sizes
- Investing in improved nutritional literacy
- Promoting the consumption of bottled water by young Australians and only milk and water for the very young
- Where practical, transition vending machines to include additional low/no sugar varieties
- Existing category and product reformulation
- Implementing a cap in sugar content on all existing drinks brands
- Implementing a cap in sugar on new recipes and new products launched in Australia.

Some signatories will use a variety of measures to reduce sugar consumption while others may use one or two of the measures.