

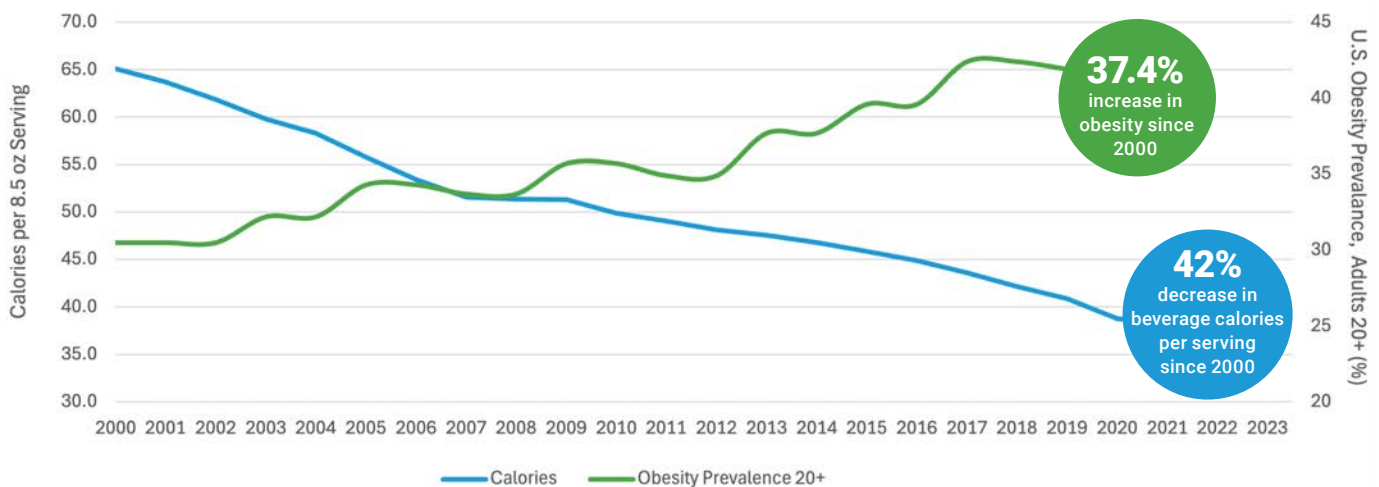
GET THE FACTS: AMERICANS CONSUMING FEWER BEVERAGE CALORIES

Today, Nearly 60% of Beverages Sold Have Zero Sugar.

America's beverage companies 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.

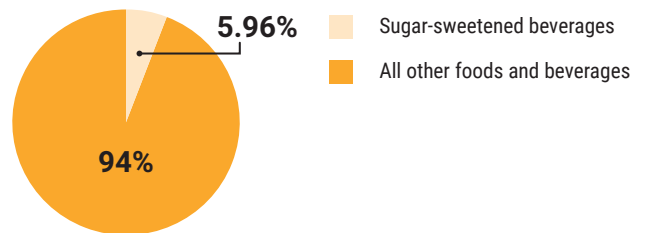
As obesity rises, calories consumed from soda are going down.

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



AMERICANS HAVE MORE BEVERAGE CHOICES THAN EVER BEFORE.

We believe Americans know best how to choose a beverage that best fits their day. America's beverage companies are working together to offer more choices with less sugar.



Only Sector with Zero Calorie Options

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



Transformed Schools

Voluntarily removed full-calorie beverages from schools.



More Choices, Zero Sugar

More than 600 low or no sugar brands on the market driven by water, sparkling water, flavored water and teas.



Clear Calorie Labels

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



Smaller Portions

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



Encouraging Balance

Promoting balance through displays in store and signs on coolers.

These intentional actions give Americans and their families the choices and information they need to make decisions that are right for them.

America's beverage companies are harnessing their innovation and marketing strengths to bring Americans **more choices** with **less sugar**.



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



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