Jamie’s Sugar Rush – Channel 4 August 2015
The Sun

FREE £1 BET

BUDGET TAX BOMBSHELL

'Bonkers' rap as Osborne hikes sugary drink price

Levy has failed all over world and will hit poor most

FIZZY RASCAL

THE TIMES

What it means for you

16-page budget guide Plus News, pages 6-9

Osborne sugars the pill

Islamist gang held after Paris agents foil new terror attack
SUGARY DRINKS TAX
SUGAR REFORMULATION
FAIR MARKETING

CLEARER LABELLING
SCHOOL DINNERS & BEYOND
EMPOWERING PARENTS TO HELP
Do Something Different – Bottom up Grassroots campaign
Campaign aim – To raise awareness and reduce sugar consumption across all age groups in the city
<table>
<thead>
<tr>
<th>Drink</th>
<th>Volume (ml)</th>
<th>Sugar (teaspoons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>330 ml</td>
<td>0</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>330 ml</td>
<td>9</td>
</tr>
<tr>
<td>Pepsi</td>
<td>330 ml</td>
<td>9</td>
</tr>
<tr>
<td>7 UP</td>
<td>330 ml</td>
<td>9</td>
</tr>
<tr>
<td>Lucozade</td>
<td>330 ml</td>
<td>10</td>
</tr>
<tr>
<td>Dr Pepper</td>
<td>330 ml</td>
<td>6</td>
</tr>
<tr>
<td>Fanta Orange</td>
<td>330 ml</td>
<td>6</td>
</tr>
<tr>
<td>Tango Orange</td>
<td>330 ml</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Recommended daily intake of sugar aged 11 years and over is 30g = 7.5 teaspoons.
* Introduced Sugar Tax across all sites
* Reduced Cost of Bottled Water
* Promoting Healthy options
* Sugar Smart events at Freshers Week
Is it important to have a healthy diet?

98.9% AGREE OR STRONGLY AGREE

10802 sugary bottles and cans sold in October 2015

9051 sugary bottles and cans sold in October 2016*

16.21% the drop in the sale of sugary drinks for October 2017 compared to October 2016
Nestlé to remove 10% of sugar from all snacks in UK and Ireland by 2018

Corporation vows to cut equivalent of 7,500 tonnes of sugar from confectionery without resorting to artificial sweeteners

Nestlé scientists say they have found a way to structure sugar differently. Photograph: Reuters

Nestlé, one of the world’s biggest chocolate manufacturers, will take 10% of the sugar out of its confectionery in the UK and Ireland by 2018.

Lucozade promises ‘game-changing’ reformulation with less sugar

Exclusive

Lucozade said it would lose the sugar but none of the fizz and that it would still deliver a "glucose injection". News Group Newspapers Ltd

The Japanese maker of Lucozade and Ribena is to invest tens of millions of
New Website and Digital Strategy

www.sugarsmartuk.org
40 more Cities or Boroughs already signed up
Bristol Launch – January 2017
MILLWALL FC

3 Sugar Smart Commitments

• Introduced the Sugar Tax across the stadium
• Sugary Drinks messaging in the Family areas
• Low Sugar Food offerings