

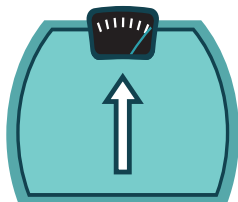
THE FACTS ABOUT SUGAR-SWEETENED BEVERAGES AND OBESITY

When data from the federal government and independent third parties is looked at more closely, it shows that calories from sugar-sweetened beverages are declining by multiple measurements. And it shows that sugar-sweetened beverages are already a small part of the American diet. The data puts beverages and obesity into clearer context.



Calories from soda and other sugar-sweetened beverages are declining

Full-calorie soda sales	Down 12.5%	(1999-2010) ¹
Average calories per serving from beverages	Down 23%	(since 1998) ²
Total beverage calories in schools	Down 90%	(since 2004) ³
Calories in American diet from added sugars in soda	Down 39%	(since 2000) ⁴

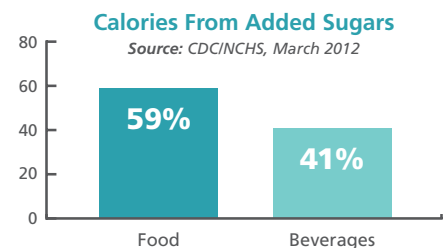


... While obesity is going up

Obesity among children and adolescents aged 2-19	Up 69%	(since 1994) ⁵
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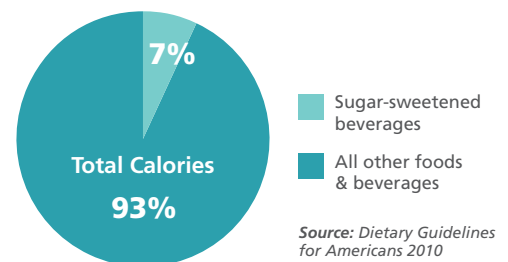
Food is the No. 1 source of added sugars, not sugar-sweetened beverages.

According to data from the CDC, sugar-sweetened beverages **are not** the No. 1 source of added sugars for children and teens, refuting the common assertion by some researchers and activists. The data also show calories from added sugars from soda are **down 39 percent** since 2000.⁴



Calories from soda and other sugar-sweetened beverages are a small fraction of the American diet.

An analysis of government NHANES data included in the 2010 Dietary Guidelines shows that when all sugar-sweetened beverages are combined, they account for only 7% of the average diet.



The Data: Soda and other sugar-sweetened beverages are not driving obesity.

If calories and added sugars consumed from beverages are going down and obesity is going up — how can soda and sugar-sweetened beverages be a unique or significant contributor to obesity? The numbers just don't add up.

¹ Source: Beverage Digest

² Source: Beverage Marketing Corporation

³ Source: Robert F. Wescott, Brendan M. Fitzpatrick, Elizabeth Phillips. Industry Self-Regulation to Improve Student Health: Quantifying Changes in Beverage Shipments to Schools. *American Journal of Public Health*: October 2012, Vol. 102, No. 10, pp. 1928-1935

⁴ Source: Welsh JA, Sharma AJ, Grellinger L, Vos MB. (2011). Consumption of added sugars is decreasing in the United States. *American Journal of Clinical Nutrition*. doi: 10.3945/ajcn.111.018366

⁵ Source: Centers for Disease Control and Prevention; link: <http://www.cdc.gov/obesity/childhood/data.html>