



# International Sugar Organization

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**EXECUTIVE DIRECTOR**

**Press Release(17)19  
(English only)**

**8 May 2017**

**Article from ECRUU – Sugar News Monitor – 5 May 2017**

**“US - Beverage makers say sugar tax is bad for business”**

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The Secretariat would like to draw the attention of Members and colleagues to the article below from ECRUU.

US - Beverage makers say sugar tax is bad for business

Beverage executives from Coca-Cola, Dr Pepper Snapple, and PepsiCo have voiced their disgruntlement over taxes on sugary drinks following a drop in sales. A study found sales of all sugar-sweetened beverages went down by approximately 9.6% following a USD 1c/ounce tax levy, while in Philadelphia a tax of USD 1.5c/ounce tax on sugar-sweetened beverages led to a 40% drop in sales for PepsiCo, leading to a layoff of 80-100 workers. ([Food Dive](#))

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