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EXECUTIVE DIRECTOR

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(English only)**

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Various Articles from Food Navigator.com

The Executive Director would like to bring your attention to the articles below from Food Navigator.com.

Could Coke Zero Sugar bring the company's carbonated soft drink portfolio back to growth?

09-Oct-2017 By Stephen Daniells

Convenience retailers are very positive about Coca-Cola's recently launched Coke Zero Sugar, with one analyst predicting it could bring the company's carbonated soft drink portfolio back to the black in a couple of years.

[HTTPS://WWW.FOODNAVIGATOR-USA.COM/ARTICLE/2017/10/09/COULD-COKE-ZERO-SUGAR-BRING-THE-COMPANY-S-CARBONATED-SOFT-DRINK-PORTFOLIO-BACK-TO-GROWTH](https://www.foodnavigator-usa.com/article/2017/10/09/could-coke-zero-sugar-bring-the-company-s-carbonated-soft-drink-portfolio-back-to-growth)

Economic challenges slow Mexico's adoption of new trends, but its market is ripe for development

09-Oct-2017 By Elizabeth Crawford

Mexico is eager to follow America's growing demand for more protein, probiotics and fiber, but lower income levels could hold back consumers and create challenges for manufacturers, according to one industry insider.

[HTTPS://WWW.FOODNAVIGATOR-USA.COM/ARTICLE/2017/10/09/ECONOMIC-CHALLENGES-SLOW-MEXICO-S-ADOPTION-OF-NEW-TRENDS](https://www.foodnavigator-usa.com/article/2017/10/09/economic-challenges-slow-mexico-s-adoption-of-new-trends)

Latin American 'value' shoppers split on higher quality vs. larger quantity

10-Oct-2017 By Elizabeth Crawford

High inflation in many Latin American countries is pushing consumers to shop based on value, but whether they define this as higher quality or larger quantity varies on their age, goals and specific country, according to recent research from Nielsen.

[HTTPS://WWW.FOODNAVIGATOR-USA.COM/ARTICLE/2017/10/10/LATIN-AMERICAN-VALUE-SHOPPERS-SPLIT-ON-QUALITY-VS.-QUANTITY](https://www.foodnavigator-usa.com/article/2017/10/10/latin-american-value-shoppers-split-on-quality-vs.-quantity)

High obesity, diabetes rates in Mexico push consumers to better-for-you and cleaner products

10-Oct-2017 By Elizabeth Crawford

High rates of obesity and diabetes in Mexico has consumers looking for healthier options that do not compromise on a taste – a difficult combination that is nonetheless within reach for manufacturers thanks to innovative ingredients showcased at the Food Technology Summit & Expo in Mexico.

[HTTPS://WWW.FOODNAVIGATOR-USA.COM/ARTICLE/2017/10/10/HIGH-OBESITY-DIABETES-IN-MEXICO-CREATE-DEMAND-FOR-HEALTHIER-PRODUCTS](https://www.foodnavigator-usa.com/article/2017/10/10/high-obesity-diabetes-in-mexico-create-demand-for-healthier-products)
