



International Sugar Organization

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EXECUTIVE DIRECTOR

**Press Release(17)48
(English only)**

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Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

FoodNavigator.com – 6 November 2017

[Blood sugar management is a 'golden opportunity' for foods, beverages](#)

06-Nov-2017 By Elizabeth Crawford

Foods designed to help manage type 2 diabetes currently often are sequestered in drugstores or low-traffic areas next to pharmacies in grocery stores, but that could change in the next five years as the extent of the disease's threat becomes better understood by American shoppers, predicts an Ingredient researcher.

<https://www.foodnavigator-usa.com/article/2017/11/06/blood-sugar-management-is-a-golden-opportunity-for-foods-beverages>

FoodNavigator.com – 7 November 2017

[Savoury is the new sweet: Category-defying launches from vegetable cereals to vinegar soft drinks](#)

07-Nov-2017 By Niamh Michail

Creating less sugary food doesn't have to be about swapping sugar for sweeteners. We take a look at some adventurous savoury launches in traditionally sweet categories, from vegetable-based breakfast cereals to cheesy chocolate and vinegar soft drinks.

<https://www.foodnavigator.com/article/2017/11/07/savoury-is-the-new-sweet-category-defying-launches-from-vegetable-cereals-to-vinegar-soft-drinks>

ECRU Sugar News Monitor - 07 November 2017

[INDIA - PepsiCo India to cut added sugar calories in 67% of drinks by 2021](#)

PepsiCo India's senior vice-president said the firm was aiming to have 67% of its beverages with less than 100 calories/335ml by 2021, which is earlier than the firm's global target of 2025. ([Daiji World](#))

Bengaluru, Nov 5: In a bid to attract health-conscious consumer, soft drinks major PepsiCo is planning to reduce calories in its drinks. Its offerings will carry less than 100

calories for every 335 ml of drink, which is the global standard, in the coming days, a top company official said.

"By 2025, our commitment is that at least two-thirds of PepsiCo's global beverage portfolio will contain 100 calories or less from added sugars per 355ml/12 oz serving," Vipul Prakash, Senior Vice President (Beverages) at PepsiCo India, told DH, adding that the goal in India is to achieve the same by 2021.

"This means that if you typically see a 250 ml, which is the serve size in India, two-thirds of our products will be less than 70 calories," Prakash said, adding, "Today, if we consider the same parameters with which we want to reach the 2/3 commitment, presently, we are at 30% of our portfolio in India, and we want to reach 67%."

The healthy beverage strategy follows PepsiCo's global 'Performance with Purpose' direction, which was announced last year.

Explaining how Pepsi plans to realise its resolve, Prakash said, "It's a three-pronged route: By reducing sugar in existing or core products, introduction of lower/zero calorie beverages, and scaling up and expanding our alternate beverage portfolio."

Beverage-makers across the board are looking the healthy way. A Nielsen report states, "Over the past two years, the soft drink industry in India has seen a value growth of 11% CAGR and a volume growth of 5% CAGR... Over the years, the soft drinks category has also been affected by health concerns and pressure from government policies," highlighting continuous and aggressive focus on innovations as a growth impetus.

In that tone, over the last couple of years, PepsiCo India has launched a series of healthier products such as Quaker Dairy, 7UP Revive, Tropicana Essentials, and Pepsi Black. Now, banking on its tried and trusted Rs 1,000-crore bottled water brand Aquafina, it has launched the 'Vitamin Splash' range - available in Kiwi Lime and Raspberry Mint flavours.