



EXECUTIVE DIRECTOR

**Press Release(18)36
(English only)**

29 May 2018

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.

Food Navigator.com - 25 May 2018 Diet (not genes) decides fat taste sensitivity

25-May-2018 By Niamh Michail

People on a high fat diet lose the ability to sense or taste fat in the food they eat, researchers have found.

<https://www.foodnavigator-usa.com/article/2018/05/25/diet-not-genes-decides-fat-taste-sensitivity>

Food Navigator.com - 25 May 2018 Renewed call to limit junk food ads to help reduce obesity rates

25-May-2018 By Joseph James Whitworth

There is a "clear and consistent" correlation between marketing of products high in fat, salt or sugar (HFSS) and their consumption among 11-19 year olds, according to a Cancer Research UK study.

<https://www.foodnavigator.com/article/2018/05/25/link-between-watching-junk-food-ads-and-eating-hfss-foods>

ECRUU Sugar News Monitor - 24 May 2018

AUSTRALIA - Coca-Cola ad highlights sugar cuts in drinks

Coca-Cola has launched a new print ad campaign in newspapers which highlights its steps to cut down the amount of sugar in its beverages amid growing preference for healthy drinks among consumers. The advertisement talks about its efforts to totally remove or lowering sugar level in drinks. A Coca-Cola official said the company acknowledges the bad impact of excess sugar on consumers and plans to cut down sugar level by 10% in two years. The company is telling people how it can help in controlling their sugar intake, he added. ([Umbrella](#))

ECRUU Sugar News Monitor - 24 May 2018

BELGIUM - Petiva Europe produces zero-calorie sugar

Petiva Europe has manufactured a zero-calorie sugar which can be made from cane or beet sugar. The company, a part of India's Nagarjuna group, plans to set up a pilot plant at Seneffe, Hainaut, by 2020. ([L'Echo](#))

Food Navigator.com - 25 May 2018

Can blockchain build a sustainable food industry?

28-May-2018 By Amarjit Sahota, president and founder of Ecovia Intelligence

Blockchain is taking off, with a growing number of food companies and retailers experimenting with this new technology. Consultancy Ecovia Intelligence sees blockchain bringing many sustainability benefits to the food industry.

<https://www.foodnavigator.com/news/business/can-blockchain-build-a-sustainable-food-industry>
