



## EXECUTIVE DIRECTOR

**Press Release(18)59  
(English only)**

**13 September 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.

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#### **Food Navigator.com – 11 September 2018**

##### **Coca-Cola assesses sugar tax impact**

By Rachel Arthur

The UK and South Africa both introduced taxes on sugar sweetened beverages earlier this year. How has this affected Coca-Cola?

<https://www.foodnavigator.com/article/2018/09/11/coca-cola-assesses-sugar-tax-impact-uk-and-sol>

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#### **Sugar Online - Ebriefing 11-09-2018**

##### **EU: Drinks industry says reformulation better at tackling obesity than sugar taxes**

The industry believes that the World Health Organisation (WHO) has no evidence to back its claim that sugar taxes are an effective way to improve public health. Instead, the industry says, taxes may lead consumers to cheaper brands with similar or even higher calorie content, which may undermine any positive health outcome, according to Belgium's Euractiv. According to Eurostat estimates, 51.6% of the EU's population (18 and over) was overweight in 2014. The next European Hea...[Read more...](#)

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#### **ECRUU Sugar News Monitor - 12 September 2018**

##### **MEXICO - PepsiCo slashes sugar content by 24%**

PepsiCo Mexico announced that it has slashed the sugar content in its food and drinks products by 24%, as part of a long-term goal to reduce sugar content to 100cal/12oz or less in at least 66% of its global portfolio. ([Coherent Times](#))

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