



International Sugar Organization

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EXECUTIVE DIRECTOR

**Press Release(18)67
(English only)**

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Various sugar related articles

The Executive Director would like to draw your attention to the article below which is relevant to the sugar sector.

Food Navigator.com 23-10-2018

'It's important not to follow food fads but to look at lifestyle choices'

23-Oct-2018 By Jenny Eagle

Sugar-free, gluten intolerance, food labelling, vegan, dairy and on-the-go snacking; consumers are following more food trends than ever before but is it having a detrimental effect on our health?

<https://www.foodnavigator.com/article/2018/10/23/it-s-important-not-to-follow-food-fads-but-to-look-at-lifestyle-choices>

Food Navigator.com 23-10-2018

Olam to offer \$75k grant to research that 're-imagines food security'

23-Oct-2018 By Niamh Michail

Agri-food giant Olam and French research institution Agropolis are offering a \$75,000 (€65,000) grant to "ground-breaking" scientific research that tackles food security from farm to fork.

<https://www.foodnavigator.com/news/science/olam-to-offer-75k-grant-to-research-that-re-imagines-food-security>

Food Navigator.com 24-10-2018

Coca-Cola to FDA: Update your policies to allow firms to fortify healthy carbonated beverages

24-Oct-2018 By Elaine Watson

Under the so-called 'jelly bean rule,' firms are discouraged from adding vitamins to foods of minimal nutritional value so that marketers cannot present junk foods as healthy options. But the policy should be updated when it comes to carbonated beverages, says Coca-Cola.

<https://www.foodnavigator-usa.com/article/2018/10/24/coca-cola-to-fda-update-your-policies-to-allow-firms-to-fortify-healthy-carbonated-beverages>

Food Navigator.com 25-10-2018

Refreshing fruits: Exotic flavours finding favour in the Middle East beverage sector

25-Oct-2018 By Tingmin Koe

Fruits are the go-to flavours in the Middle East food and beverage market, especially in the carbonated drinks segment, according to one ingredient firm.

<https://www.foodnavigator.com/article/2018/10/24/refreshing-fruits-exotic-flavours-finding-favour-in-the-middle-east-beverage-sector>

London Metro 24-10-2018

Sweet! Home bru revenge on sugar tax

by SARAH WARD

AN IRN-BRU fan has come up with his own 'home-bru' version in protest at the Scottish soft drink maker halving the amount of sugar in the recipe.

Lee Callaghan, 49, mixes an Irn-Bru flavoured syrup with water in a Soda Stream and, two minutes later, has his own sweet-tasting drink. It's proved a hit with his mates who call it Cally Bru.

Lee says he was driven to 'think outside the box' when AG Barr changed the recipe to avoid raising prices when the 'sugar tax' was introduced this year.

'It's shocking,' said the joiner, from Paisley. 'It's Jamie Oliver's fault. They've taken away our right to choose. It's a breach of civil liberties.'

'With Coca-Cola, you've got Diet or Coke Zero, they've given you the option. It would have cost 12p more if they kept the sugar levels in Irn Bru. I'd pay £1 for a can.'

Lee (pictured) wants others to copy him and boycott Irn Bru to force Barr to bring back its old high-sugar recipe. The dad-of-one remembers being three years old and 'my granny would feed me Irn



Recipe: Lee making his 'home bru' SWNS

Bru in a baby bottle'. He said: 'I think everyone drank it back in the day. I was gutted when they changed the recipe.'

A spokesman for AG Barr was relaxed about the potential of a home-bru rival, insisting Irn-Bru 'still tastes great, nae hassle'.

He added: 'Irn-Bru's still fizzin' with the same secret recipe essence that's mixed by Robin Barr, and it's still made with sugar, just not as much as before.'

