



## EXECUTIVE DIRECTOR

**Press Release(18)69  
(English only)**

**30 October 2018**

### **Various sugar related articles**

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

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#### **Food Navigator.com 26-10-2018**

##### **Ethnic flavors and other trends heat up in food and beverage launches, Innova says**

26-Oct-2018 By Mary Ellen Shoup

Ethnic flavors, plant-based formulations, and use of traditional processing methods (e.g. small batch, stone ground) in new food and beverage launches are all fast-growing product attributes winning over consumers, according to Innova Market Insights.

<https://www.foodnavigator-usa.com/article/2018/10/26/ethnic-flavors-and-other-trends-heat-up-in-food-and-beverage-launches-innova-says>

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#### **Sugar Online - Ebriefing 26-10-2018**

##### **Study shows most consumers not impacted by candy's sugar content**

Roughly 75% of consumers across 19 countries are not influenced by sugar content when purchasing sugar confectionery, a survey by Innova Market Insights says, according to Candy Industry magazine. The market research firm reported a quarter of respondents claimed to be influenced by the sugar content of a sugar confectionery product. A similar number of respondents were influenced by whether the product is natural or not. And while sugar-free gum has been around for many years, sugar-free confec...

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#### **Sugar Online - Ebriefing 29-10-2018**

##### **PHILIPPINES: Coca-Cola welcomed back into the fold after festival ban**

Coca-Cola Philippines has returned to one of the country's biggest festivities, the MassKara Festival, after the sugar industry leaders lifted the boycott on its products in Negros Occidental, according to the Philippines News Agency. "We're honored to be back in the MassKara. We were part of the MassKara for 40 years and that's why that was a bit of a set back in the past year. Now, we are happy to be here," said Jonah de Lumen-Pernia, Coca-Cola Philippines public affai...

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**Food Navigator.com 26-10-2018**

**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>

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**Food Navigator.com 29-10-2018**

**Portfolio shift: Sugar tax knocks Coca-Cola Classic: but Zero Sugar up 50% in Great Britain**

29-Oct-2018 By Rachel Arthur

Coca-Cola Classic saw volumes in Europe decline by 1% over the last three months: attributed mainly to the impact of new soft drinks industry taxes. But Coca-Cola Zero Sugar grew 18.5%, with retailers increasingly shifting space over to the sugar-free variety.

<https://www.foodnavigator.com/article/2018/10/29/sugar-tax-knock-for-coca-cola-classic-in-great-britain-but-zero-sugar-up-50>

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