



International Sugar Organization

1 Canada Square
Canary Wharf
London E14 5AA

EXECUTIVE DIRECTOR

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(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 – 29 May 2019

Tax on sugary drinks in Philadelphia halves purchases in the city in the first year, JAMA study finds

29-May-2019 By Elizabeth Crawford

The amount of sugar- and artificially sweetened beverages sold in Philadelphia dropped by half during the first year in which the city's controversial tax on the beverages was in effect, according to a study published earlier this month in JAMA.

<https://www.foodnavigator-usa.com/article/2019/05/29/tax-on-sugary-drinks-in-philadelphia-halves-purchases-in-the-city-in-the-first-year-jama-study-finds>

FoodNavigator.com – 29 May 2019

Editor's Spotlight... Investing in the Future of Food: Is the current venture capital model broken?

▣ Investing in the Future of Food: RangeMe helps startups become shelf ready & business savvy

Under pressure to beat the competition or secure returns for investors, most startups want to get on store shelf as fast as possible, but first they must checkoff a litany of minimum requirements that can turn into unexpected roadblocks if they don't have help. [Read more](#)

▣ Investing in the Future of Food: Sir Kensington's exec shares tips for selling up, not out, to 'big food'

While some entrepreneurs of startups might frown upon a partnership with a large food company as 'selling out,' many others increasingly see such arrangements as 'selling up' and as a way to take their businesses to the next level. [Read more](#)

▣ **Investing in the Future of Food: Effective branding challenges the competition – not the consumer**

One of the main goals of effective branding and packaging is to set a product apart from the competition, but how this is achieved is fundamental to whether a product will be embraced or shunned by consumers. [Read more](#)

ECRUU Ethanol News Monitor - 29 May 2019

BRAZIL - Fiat developing new ethanol engine

Fiat announced that it was working on a new ethanol engine that could be ready in four years. The engine will be designed to work exclusively with ethanol so should be more efficient and ecological than current flex fuel engines, a company spokesperson explained. ([AutoPapo](#) & [Gazeta de Povo](#))