



# International Sugar Organization

1 Canada Square  
Canary Wharf  
London E14 5AA

---

## EXECUTIVE DIRECTOR

**Press Release(19)30  
(English only)**

**6 June 2019**

### **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.

---

#### **Sugar Online – Ebriefing 03-06-2019**

##### **SOUTH KOREA: Food Safety Ministry to kick off YouTube series promoting less salt, sugar in diet**

The Ministry of Food and Drug Safety is starting a YouTube series to encourage people to eat less salt and sugar, according to the Korea Herald.

The series will feature cooking shows with low-salt and low-sugar recipes, as well as on-site evaluations of the salt and sugar content of packaged foods and restaurant dishes.

Reducing sodium and sugar intake is one of the campaigns being run by the ministry this year.

From May 14 to 17, the ministry monitored sodium and sugar content in foods sold at highway rest areas.

The ministry's 12th food safety forum, held May 22, also centered on the theme of reducing sodium and sugar intake.

##### **UK: Irn-Bru will pay sugar tax on new energy drink**

Irn-Bru manufacturer AG Barr will have to pay the soft drinks industry levy (SDIL), or sugar tax, on a new energy drink it plans to launch next month, according to Scotland's The Herald news website.

The company caused controversy last year when it changed the recipe for its famous Irn-Bru brand to avoid paying the soft drinks industry levy.

But chief executive Roger White said the firm will pay the tax on the sugar version of its new energy drink, which will be on sale around Scotland from July.

"We will be launching a with-sugar and a no-added sugar product...We will be very interested to see how that split of sales consumption goes," he said after AG Barr's annual meeting in Glasgow, on May 30.

He said the new energy drink has been well received by trade customers, with plans for listings and distribution running "ahead of our expectations."

---

## **British sugar trader Czarnikow joins ethanol trading venture in Brazil**

British sugar trader Czarnikow has entered as a partner in a new ethanol trading company in Brazil, in a joint venture with a group of local investors controlling sugar and ethanol plants, according to Reuters.

CADE, the Brazilian anti-trust watchdog, said on Friday (31) that it has approved the creation of the ethanol trading venture after a request by Czarnikow and its partners Vale do Tijuco Açúcar e Álcool SA and Canápolis Açúcar e Etanol SA.

Both Brazilian companies are controlled by a group of investors including IndoAgri Brazil Participações and investment fund Marseille FIP. The group will have a combined 51% share in the venture, with Czarnikow taking 49%.

Czarnikow, a sugar trader and provider of trade services and financing, recently decided to expand into other products, including ethanol.

---

## **FoodNavigator.com – 31 May 2019**

### **Sugar vs fat reduction in cakes and biscuits: 'It's not one or the other'**

31-May-2019 By Flora Southey

Public Health England has been urged to include cakes and biscuits in its calorie reduction programme after researchers found "a considerable amount" of fat in own- and private-label brands.

<https://www.foodnavigator.com/article/2019/05/03/sugar-vs-fat-reduction-in-cakes-and-biscuits-it-s-not-one-or-the-other>

---

## **FoodNavigator.com – 4 June 2019**

### **Obesity campaigners demand ban of cartoon characters on food and drink packets**

04-Jun-2019 By Oliver Morrison

Campaigners in the UK are calling for a government ban on cartoon animations on packets that market unhealthy products to children and compulsory 'traffic light' nutrition labelling after a survey discovered that half of over 500 food and drink products which use cartoon animations on pack are high in fat, saturated fat, sugar and/or salt.

<https://www.foodnavigator.com/article/2019/06/04/obesity-campaigners-demand-ban-of-cartoon-characters-on-food-and-drink-packets>

---

## **FoodNavigator.com – 5 June 2019**

### **PepsiCo boosts precision agri tech for Walkers, Lay's and Doritos brands**

05-Jun-2019 By Flora Southey

The snacks and drink giant has built up its iCrop precision agriculture tool to better support potato, corn, oats and peanut farmers make in-field decisions, PepsiCo Europe's head of agricultural procurement tells FoodNavigator.

<https://www.foodnavigator.com/article/2019/06/05/pepsico-boosts-precision-agri-tech-for-walkers-lay-s-and-doritos-brands>

**'An endless cycle of re-evaluation': How the food sector can win trust in the era of fake news**

05-Jun-2019 By Katy Askew

Trust is an important currency for food brands. But in the era of social media, fake news and information overload, gaining consumer trust has become challenging. How can food businesses build trust in – and therefore loyalty to – their brands?

<https://www.foodnavigator.com/article/2019/06/05/an-endless-cycle-of-re-evaluation-how-the-food-sector-can-win-trust-in-the-era-of-fake-news>

---