



# FACTSHEET: ACTION ON DRINKS



03 > GOOD HEALTH AND WELLBEING

Too much sugar isn't good for anyone. By evolving our portfolio, we're helping consumers manage the amount of sugar they consume and make more informed choices about their diets.

## OUR STRATEGY

Today, people are looking for a broader variety of drink options, including low and no calorie drinks, to fit a greater range of moments and occasions. Working with The Coca-Cola Company (TCCC) and other franchisors, we're evolving our business in line with these changes.

We're rethinking many of our recipes to reduce sugar across our brands. At the same time we're expanding our portfolio to include many other types of drinks like ready to drink (RTD) teas and coffees, juices and purified water. We're committed to ensuring that 50% of our sales come from low and no calorie drinks by 2025.

We're also making it easier for consumers to cut down on sugar by providing straightforward product information, and by making smaller and more convenient pack sizes more readily available.

We're shifting our marketing spend to make people more aware of our low and no sugar options, while continuing to ensure we never advertise to children under 12.

## OUR ACTIONS

We're continuing to make progress in reducing sugar across our portfolio through portfolio innovation and reformulation, launching 169 low and no calorie drinks to the market in 2019. These included Aquarius Hydration, a functional water drink launched in France, GB, Germany and Sweden that couples simple hydration with essential mineral intake. We also reformulated our Capri-Sun Tropical, Multivitamin and Orange range in France. In Belgium we introduced Chaudfontaine Sensation, a low-calorie water flavoured with fruit juice.

To ensure that 50% of our sales come from low and no calorie drinks by 2025, we also continue to increase investments in marketing to raise consumer awareness of our range of reduced sugar drinks.

In 2019, to diversify our portfolio and to offer consumers a greater choice of drinks, we expanded our presence in the dynamic energy drink category with Coke Energy. This complements our existing Monster range of energy drinks, which we expanded further with the launch of Monster Reign, a range of performance energy drinks with zero calories. In France and Belgium we launched Tropic, a newly acquired still juice brand.

To help consumers make informed choices, we're committed to providing clear nutrition information about our drinks. We support schemes that promote a consistent approach to labelling across markets and align with EU legislation, and we're encouraged to see growing support for colour based interpretive labelling across the EU. We are closely monitoring developments related to the EU-led process underway for front-of-pack nutrition labelling.

We are also making smaller and more convenient pack sizes more readily available, with increased activation focus in all our territories.

To ensure we do not market to children under 12, we inform and train our sales and marketing teams with clear operational guidelines to meet our external commitments.

Our progress	2019	2018
Reduction in average sugar per litre in our soft drinks portfolio since 2015	12.9%	11.1%
Reduction in average sugar per litre in our soft drinks portfolio since 2010	17.6%	15.8%
Products sold that are low or no calorie	46%	45%

**"WE CONSTANTLY STRIVE TO OFFER THE BEST PRODUCTS TO OUR SHOPPERS, WITH A WIDE RANGE OF CHOICE. WITH THE INCREASING DEMAND FOR LOW AND NO CALORIE BEVERAGES, WE SEE CCEP HAS BEEN LEADING THE WAY BY CONTINUOUSLY INTRODUCING GREAT TASTING DRINKS THAT MEET OUR CONSUMER NEEDS."**

Roderick Rasquin – Lead Category manager Albert Heijn – The Netherlands

## FAQ

We'll be a total beverage company, offering consumers an even greater choice of drinks with reduced sugar.

## SUGAR REDUCTION

### What are you doing to reduce sugar in your soft drinks?

Through our membership of the European soft drinks industry association **UNESDA**, we made a commitment to reduce our average sugar content per litre of product by 10% between 2015 and 2020, on top of the 5% reduction already achieved. By the end of 2019, we had achieved a reduction of 12.9%, helping us to meet our target two years ahead of schedule. This represents a reduction of 17.6% since 2010, equivalent to 165 tonnes of sugar.

Working with TCCC and other franchisors, we are reducing the amount of sugar in our drinks by altering our recipes, offering a wider choice and greater promotion of low and no calorie options.

In total since 2010, we have introduced 609 low and no calorie drinks in the market and 193 products had their recipes changed to reduce their sugar content. In 2019, we launched Aquarius Hydration, a functional water drink in France, GB, Germany and Sweden that combines simple hydration with essential mineral intake. We also reformulated our Capri-Sun Tropical, Multivitamin and Orange range in France. In Belgium we introduced Chaudfontaine Sensation, a low-calorie water flavoured with fruit juice.

## LOW AND NO CALORIE DRINKS

### What progress have you made in ensuring 50% of your total sales comes from low or no calorie drinks by 2025?

Our commitment is that 50% of our total sales will come from low or no calorie drinks by 2025. We are already close to reaching this target. In 2019, 46% of our sales came from low and no calorie drinks. In Belgium, GB and Spain over 50% of our sales already come from low and no calorie drinks.

In 2020, we remain focused on our commitment through the introduction of innovative low and zero sugar drinks, reformulation, small pack size acceleration and increased marketing investment to raise consumer awareness of our wide range of low or no sugar choices.

## CHOICE

### What progress have you made in offering smaller pack sizes?

Smaller packs can help consumers control their calorie and sugar intake. We are committed to making smaller and more convenient pack sizes more readily available. Today, 5% of our sparkling soft drinks are sold in packs of 250ml or less and we're looking to increase this figure significantly by 2025.

### Do you offer any organic products?

Together with TCCC and other franchisors, we have broadened our range of organic drinks. Today we have 94 organic products in our portfolio, making up 0.3% of our total sales volume. Our Honest Tea, Honest Coffee, ViO BiO, and Capri-Sun Bio are amongst the organic brand options we offer consumers.

### Do you use ingredients that are genetically modified or derived from genetically modified organisms?

We do not use ingredients that are genetically modified or derived from genetically modified organisms in any of the countries in which we operate. We insist that our suppliers adhere to the same standards and demand suitably verified certificates of compliance with EU regulations 1829/2003 and 1830/2003 on genetically modified food and feed, and traceability and labelling respectively. CCEP follows The Coca-Cola Company's policy on Nanotechnology – see TCCC's **FAQs** under Products & Packaging.

## PRODUCT INFORMATION

### How are you helping consumers make informed choices about their drinks?

To help consumers make an informed choice about their drinks we're committed to providing clear, easy-to-understand nutritional information on all of our packaging, including information about sugar and calorie content.

In 2009, we were one of the first companies to voluntarily introduce Guideline Daily Amount (GDA) labelling on all of our packaging. Apart from waters, which do not require GDA labelling, 97% of our products carry GDA labelling. The remaining 3% of our portfolio that does not use GDA labelling are the drinks of our brand partner Monster Energy, which chooses not to put this labelling on the front of packs. This means it is aligned with other energy drink brands. We have included front-of-pack Reference Intake (RI) information on our packaging since 2013.

In 2014, we joined the UK government's voluntary colour-coded, front-of-pack nutrition labelling scheme. In 2018, we began trialling this type of colour-coded labelling in Belgium, France, Luxembourg and the Netherlands. The European Commission is currently looking into developing a single, consistent nutritional labelling scheme across Europe, and we hope these trials will make a positive contribution to this process.

Where it is not possible to provide front-of-pack labelling (for example, on returnable glass bottles in some countries), we make this information available on our websites or by other easily accessible means.

## RESPONSIBLE MARKETING

### How do you ensure that you market your drinks responsibly?

Our Responsible Sales and Marketing Guidelines provide guidance for our sales and marketing teams on how our products should be marketed. For example, we give advice about how to collaborate with customers to develop meal and snack promotions that showcase healthier food choices and smaller portion sizes. We aim to make our no and low-calorie beverages most prominent in our meal deal or snack promotions.

### What are your policies around marketing to children?

We play a proactive role in leading local industry coalitions to strengthen our actions, with a particular focus on the rapidly evolving digital and social media environment and school policies.

Together with TCCC we have a long-standing **Responsible Marketing Policy** not to advertise or market any of our products to children under the age of 12. While we can't control everything every child sees, we are working with TCCC to proactively push the industry to advertise responsibly. We do not place advertising in media where the audience is under 12 years old, and do not design our marketing communications in a way that directly appeals to children under 12. We also participate in audits by external organisations that monitor our advertising to demonstrate compliance.

Through **UNESDA**, the European soft drinks industry association, we are committed not to advertise in printed media, on websites or during broadcast programmes aimed specifically at children. We do not undertake promotional activities aimed at children under the age of 12 and we never provide free samples to this age group unless an adult or carer is present.

We play a proactive role in leading local industry coalitions to strengthen our actions, with a particular focus on the rapidly evolving digital and social media environment and school policies. For example, in September 2017, together with **UNESDA**, we announced a commitment to not sell added-sugar beverages directly in secondary schools (approx. ages 12-18) and also to ensure a commercial-free school environment across Europe.

### What are you doing to promote responsible consumption of alcohol?

Most of the products in our portfolio contain no alcohol. However, in Iceland and Belgium we do produce or distribute drinks that contain alcohol such as beer, wine and spirits. Together, these make up 0.1% of the volume of our portfolio.

In Iceland, our Akureyri facility near the Arctic Circle produces its own Viking brand of beer, as well as brewing other beers under licence. We also act as the distributor for premium spirit brands including Glenrothes, Highland Park, Macallan, The Famous Grouse, Disaronno and Buss Spirits in Belgium and Luxembourg. In each of these countries, we respect the local code of practice for the responsible marketing and promotion of alcoholic drinks. This includes providing messages on responsible drinking, and marketing products only through channels aimed at adults over local legal purchase age.

We know that our non-alcoholic drinks are often consumed on social occasions where alcohol is involved and that they can be mixed with alcoholic beverages. We have issued guidelines to our sales teams to ensure that any association of our products with alcohol is communicated in a way that encourages moderate and responsible drinking, and which complies with all relevant laws, regulations and industry codes on the marketing and sale of alcohol.

In each of these countries, we respect the local code of practice for the responsible marketing and promotion of alcoholic drinks. This includes providing messages on responsible drinking, and marketing products only through channels aimed at adults over local legal purchase age.



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