



We're Delivering Fact Sheet

America's beverage companies are delivering more choices, smaller portions, fewer calories and clearer labels across the country. By doing so, our companies are making a meaningful difference for families and individuals in our communities – making it easier to choose the drink that's right for them.

OHIO DELIVERS

MORE CHOICES

Through innovation, our companies have broadened their product portfolio, offering beverages in a wide variety of type, portion size and calories. These innovations are evident on store shelves and in vending machines throughout our communities.

- The broad choices in beverage type include soft drinks, ready-to-drink teas, water, sports drinks, flavored and enhanced waters, juices, energy drinks and more.
- The new choices include an ever-increasing selection of low- and no-calorie beverage choices, as well as mid-calorie beverages.
- The innovation pipeline continues as our companies remain engaged in developing even more beverage options to fit the ways people live.

SMALLER PORTIONS

Delivering a range of portion sizes is another way to help individuals and parents choose beverages that are right for them and their families.

- Soft drinks and other beverages packaged for individuals are now available in portion sizes ranging from 20-ounce bottles to 7.5-ounce cans, with several options in between.
- In schools, the beverage industry is providing many beverages – from low- and no-calorie sodas to sports drinks to juices – in smaller portion sizes. This shift to smaller-portion options is one part of the industry's national School Beverage Guidelines.
- The range of portion sizes for beverages – including more smaller-portion options – provide for even more choice.

FEWER CALORIES

Through innovation and initiative, America's beverage companies are cutting calories in stores and in schools across the country.

In Stores:

- The development of more low- and no-calorie beverages has helped drive a **23 percent reduction** in the average calories per serving since 1998, according to Beverage Marketing Corporation, a leading analyst of industry sales data.

In Schools:

- Beverage companies cut total beverage calories shipped to schools by **90 percent** by delivering on its national **School Beverage Guidelines**. The companies voluntarily removed full-calorie soft drinks and replaced them with low- and no-calorie options as well as smaller portion sizes. We developed these guidelines with the William J. Clinton Foundation and its Alliance for a Healthier Generation.
- Ohio used these guidelines for beverage standards codified in the "Healthy Choices for Healthy Children" statute (SB 210, 128th General Assembly).

CLEAR CALORIE LABELS

America's beverage companies are delivering on their Clear on Calories commitment to place clear calorie labels on the front of every bottle, can and pack they produce.

- We are placing total calories on the front of all bottles and cans up to and including 20 ounces so consumers know exactly how many calories are in the beverage before making a purchase. For packaging larger than 20 ounces, the labels provide calories per serving.
- The calorie labels put this information right at the fingertips of consumers so they can make a choice that's right for them.
- The beverage industry announced the Clear on Calories initiative in support of First Lady Michelle Obama's "Let's Move!" campaign.

IN OUR COMMUNITIES

Our companies are integral parts of their communities, providing good-paying jobs with benefits, economic opportunities for the many businesses that sell our products and support for community projects. Our employees are active in their neighborhoods, schools and communities as well. It's this commitment to our communities that motivates our leadership on issues of concern, including childhood obesity. **We are:**

- American companies
- Making American products
- With hard working Ohioans
- In hometowns across Ohio