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Subject: Coca-Cola statement on NYC Health Department new initiatives to "solve" obesity

Dear Partners,

As you may have seen in the news this morning, New York City Mayor Michael Bloomberg has proposed a ban on the sale of sugar sweetened beverages over 16 ounces in NYC restaurants and food establishments. Diet beverages and other choices would be excluded from the ban. As a partner of Coca-Cola, I want share [our perspective](#) on this proposal and have included our statement below.

"The people of New York City are much smarter than the New York City Health Department believes. We are transparent with our consumers. They can see exactly how many calories are in every beverage we serve.

We have prominently placed calorie counts on the front of our bottles and cans and in New York City, restaurants already post the calorie content of all their offerings and portion sizes -- including soft drinks.

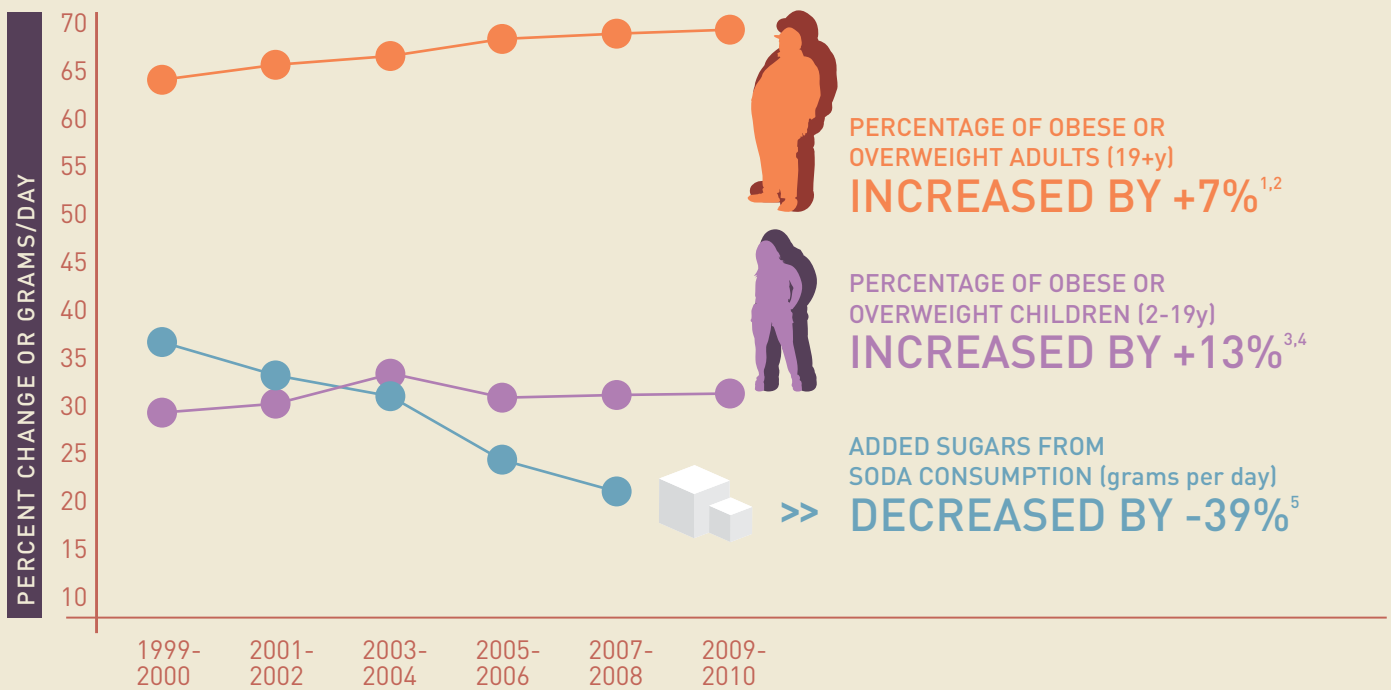
New Yorkers expect and deserve better than this. They can make their own choices about the beverages they purchase. We hope New Yorkers loudly voice their disapproval about this arbitrary mandate."

I also wanted to share an infographic that outlines the impact sugar sweetened beverages have on the total diet as reported in recent research. If you agree and are so inclined, we would appreciate your help in spreading this message to your networks. Thank you for your continued support of Coca-Cola. If you have any questions, don't hesitate to reach out to Celeste or me.

Thanks,
Helen

WHAT'S REALLY WEIGHING OUR NATION DOWN?

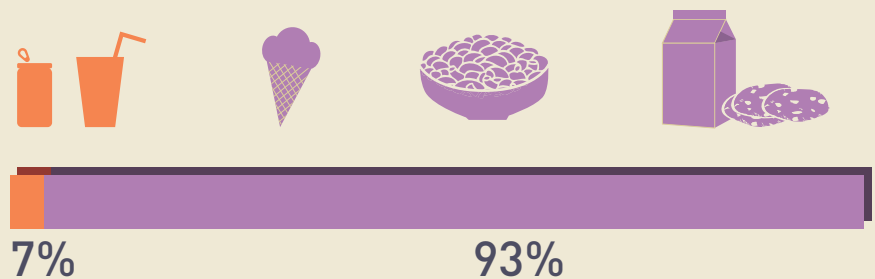
WEIGHT IS ON THE RISE FROM 1999-2010, BUT SUGAR CONSUMPTION FROM SODA IS DOWN



WHERE ARE CALORIES COMING FROM?

COMPARED TO THE
1970'S
PEOPLE IN THE U.S.
CONSUME
250 - 650
MORE
CALORIES A DAY⁶

CALORIES FROM ALL SUGAR-SWEETENED BEVERAGES ARE A SMALL FRACTION OF THE AMERICAN DIET.^{7,*}



* Based on an analysis of government NHANES data. Note: There are age, gender and ethnic groups in the population that have higher or lower intakes of calories from beverages.

SOURCES:

- ¹ Flegal KM, Carroll MD, Kit BK, Ogden CL. 2012. Prevalence of Obesity and Trends in the Distribution of Body Mass Index Among US Adults, 1999-2010. JAMA. 307(5):491-497.
- ² Ogden CL, Carroll MD. 2010. Prevalence of Overweight, Obesity, and Extreme Obesity Among Adults: United States, Trends 1960-1962 Through 2007-2008. NCHS E-Stat. Available at: http://www.cdc.gov/nchs/data/hestat/obesity_adult_07_08/obesity_adult_07_08.pdf. Accessed May 6, 2012.
- ³ Ogden CL, Carroll MD. 2010. Prevalence of Obesity Among Children and Adolescents: United States, Trends 1963-1965 Through 2007-2008. NCHS Health E-Stat. Available at: http://www.cdc.gov/nchs/data/hestat/obesity_child_07_08/obesity_child_07_08.pdf. Accessed May 6, 2012.
- ⁴ Ogden CL, Carroll MD, Kit BK, Flegal KM. 2012. Prevalence of Obesity and Trends in Body Mass Index Among US Children and Adolescents, 1999-2010. JAMA. 307(5):483-490.
- ⁵ Welsh JA, Sharma AJ, Grellinger L, and Vos MB. 2011. Consumption of Added Sugars is Decreasing in the United States. Am J Clin Nutr. 94(1):726-734.
- ⁶ Kant AK, Graubard BI. 2006. Secular Trends in Patterns of Self-Reported Food Consumption of Adult Americans: NHANES 1971-1975 to NHANES 1999-2002. Am J Clin Nutr. Nov;84(5):1215-23.
- ⁷ U.S. Department of Agriculture and Department of Health and Human Services. 2010 Dietary Guidelines for Americans, 7th edition. Available at: <http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/PolicyDoc.pdf>. Accessed May 7, 2012.