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?

CALORIES FROM ALL SUGAR-SWEETENED BEVERAGES ARE A SMALL FRACTION OF THE AMERICAN DIET.

8% 93%

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.

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SOURCES:

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