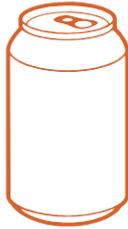


NO on S.B. 203

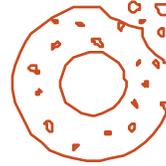
WARNING LABEL



SODA

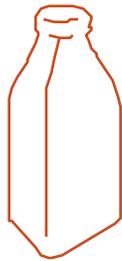
12 OZ. CAN
140 CALORIES

EXEMPT



GLAZED DONUT

AVERAGE 2.1 OZ.
242 CALORIES



POMEGRANATE BLUEBERRY JUICE BEVERAGE

AVERAGE 8 FL. OZ.
BOTTLE
150 CALORIES



PROTEIN ZONE JUICE BEVERAGE

AVERAGE 8 FL. OZ.
BOTTLE
220 CALORIES

S.B. 203 CREATES CONFUSION

SWEETS VS. BEVERAGES

Americans consume nearly twice as many calories from cupcakes, donuts and other processed foods than they do from sugar-sweetened beverages.

SUGAR INTAKE IS DECREASING

Between 1999-2008, sugar intake from SSBs decreased by 37%.

SUGAR DOWN / DIABETES UP

Rates of Type 2 diabetes increased during the same time period that consumption of sugar in SSBs decreased.

THE TRUTH ABOUT WARNING LABELS

Obesity and diabetes are more complicated than a warning label

Between 1999 and 2008, sugar intake from sugar-sweetened beverages decreased by 37% among people aged two and older, yet Type 2 diabetes increased. It is counterproductive to suggest that legislation affecting some sugar-sweetened beverages will be the silver bullet solution to this complex problem.

S.B. 203 is filled with loopholes that create confusion. The proposed legislation singles out certain beverages without considering that Americans consume twice as many calories from cupcakes, donuts and other processed foods than they do from sugar-sweetened beverages. Loopholes and exemptions send a confusing message to consumers about what causes obesity.

NO on S.B. 203

THE TRUTH ABOUT WARNING LABELS

Harold Goldstein

Executive Director, CCPHA, S.B. 203 Advocate
(Politico, June 17, 2014)

"The reason for doing the warning label has little to do with whether it will actually work."

Academy of Nutrition and Dietetics Position Statement

"...classification of specific foods as good or bad is overly simplistic and can foster unhealthy eating behaviors."

MYTH vs. FACT

MYTH:

Sugar in liquids turns to fat faster than sugar in solids.

FACT:

Sugars in liquids and solids are processed by the body exactly the same way - dissolved in the bloodstream.

SUGAR DOWN / DIABETES UP

Rates of Type 2 diabetes increased during the same time period that consumption of sugar in SSBs decreased.

NUTRITIONISTS ARE VIRTUALLY UNIVERSAL WHEN IT COMES TO MAINTAINING A HEALTHY WEIGHT

According to the Academy of Nutrition and Dietetics, there are no "good" foods versus "bad" foods. In fact, it is the position of the Academy that "the total diet or overall pattern of food eaten is the most important focus of healthy eating" and that "all foods can fit within this pattern if consumed in moderation with appropriate portion size and combined with physical activity."

The beverage industry supports transparency and initiatives that look at the whole picture - energy balance. That's why we are providing information, options and support to make getting the right beverages for a balanced lifestyle even easier. *BALANCED CALORIES* is a national initiative to reduce calories 20% by 2025 And we voluntarily put calorie labels on the fronts of cans, bottles and packs.