

Global Dump Soft Drinks Campaign



VD Göran Holm
Coca-Cola Drycker Sverige AB
136 87 HANINGE

Hej Göran,

Vi tar direkt kontakt med dig från Sveriges Konsumenter i Samverkan, eftersom vi nu deltar i denna världsomfattande kampanj. De överhängande problemen med övervikt och diabetes måste vi alla försöka hantera och vi hoppas att även ni kan vara med och aktivt försöka lösa en del av problemen. Resten av detta brev är vad som tillställts Coca Cola internationellt.

Ser gärna att vi kan öppna en dialog om hur man skulle kunna begränsa problemen

Bengt Ingerstam
Ordf i Sveriges Konsumenter i Samverkan

Den internationella texten till Coca Cola:

Rates of overweight and obesity, including childhood obesity, are rapidly rising throughout the world, leading to increased risk of heart disease, diabetes, and other diet-related illnesses. Consumption of sugary beverages produced by the Coca-Cola Company have been clearly implicated in this disturbing trend.¹ And increased marketing efforts for such products in Asia, Africa, and Latin America will only accelerate the increases in diet-related diseases.

¹ See Ludwig, DS, Peterson, KE, and Gortmaker, SL. Relation Between Consumption of Sugar-Sweetened Drinks and Childhood Obesity: a Prospective, Observational Analysis. *Lancet*. 2001; 357: 505-508; James, J, Thomas, P, Cavan, D, and Kerr, D. Preventing Childhood Obesity by Reducing Consumption of Carbonated Drinks: Cluster Randomised Controlled Trial. *British Medical Journal*. April 2004; Vol. 328; Malik, V, Schulze, MB, and Hu, FB. Intake of Sugar-Sweetened Beverages and Weight Gain: A Systematic Review. *American Journal of Clinical Nutrition*. 2006; 84: 274-288; Ebbeling, CB, Feldman, HA, Osganian, SK, Chomitz, VR, Ellenbogen, SJ, Ludwig, DS. Effects of Decreasing Sugar-Sweetened Beverage Consumption on Body Weight in Adolescents: A Randomized, Controlled Pilot Study. *Pediatrics*. 2006; 117: 673-680; Popkin, B. and S.J. Nielson. The Sweetening of the World's Diet. *Obesity Research*. 2003: Vol. 11, No. 11.

The Coca-Cola Company proudly boasts of a commitment to consumers that “encompasses adhering to the right policies in schools and the marketplace; encouraging physical activity and promoting nutrition education; and continuously meeting changing consumer needs through innovation.”² We urge the Coca-Cola Company to live up to its professed commitments in a meaningful way by taking the following actions and requiring its subsidiaries and bottlers to do the same:

1. Cease all marketing of sugar-laden beverages to children under 16, including print and broadcast advertising, product placement, the Internet, mobile phones, athletic event sponsorship, signage, packaging promotions, merchandising, and other means.
2. Stop selling sweetened beverages, including sports drinks and fruit flavored beverages and teas, in all public and private elementary, middle, and high schools; acceptable beverages in schools include water, seltzer (carbonated) water, and fruit juice in container sizes of 250 ml or less. (Ideally, schools should have free, convenient drinking fountains.)
3. Limit sponsorships promoting physical activity and health to contributions to “blind” trusts overseen by government agencies which use such funds for programs that do not feature corporate logos, brands, or other proprietary information.
4. Increase the promotion of new lower-sugar products and sell existing high sugar products in smaller portions.
5. Cooperate with governments considering the use of fiscal measures, such as a small Value Added Tax on soft drinks – that would be returned to consumers through the provision of physical activity and nutrition education programs, and through subsidies that reduce the costs of fruits and vegetables. As you know, soft drinks are already taxed in some portions of the United States.

By taking these steps, the Coca-Cola Company would demonstrate that it is serious about its commitment to the public and help reverse dietary trends that are taking a tragic human and economic toll on consumers world-wide.

Sincerely,

² Coca-Cola Company. http://www.thecoca-colacompany.com/ourcompany/hal_yourhealth.html (Accessed September 13, 2007).