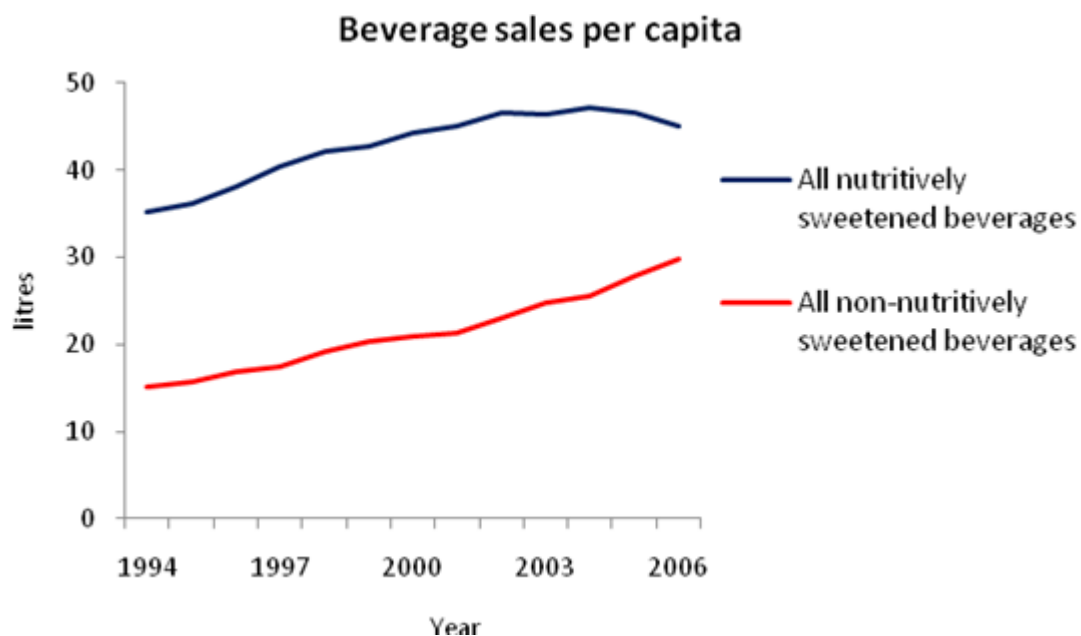


**From:** Wendy Carlisle <[Carlisle.Wendy@abc.net.au](mailto:Carlisle.Wendy@abc.net.au)>  
**Date:** Wednesday, 29 January 2014 3:15 PM  
**To:** Jennie Brand-Miller <[jennie.brandmiller@sydney.edu.au](mailto:jennie.brandmiller@sydney.edu.au)>  
**Subject:** The Australian Paradox

Hi Jennie,

In our interview yesterday we talked the statement in your paper *the Australian Paradox* “Food industry data indicate that per capita sales of low calorie(non-nutritively sweetened) beverages doubled from 1994 to 2006 while nutritively sweetened beverages **decreased by 10%**”

The graph that this statement was drawn from appears to be 5(A) “Beverage Sales per capita”



This graph **Beverage Sales Per Capita** shows that sales increased from about 35 litres per person in 1994 to about 45 litres per person in 2006. This is approximately a 30% increase.

I queried this claim with reference to the graph and you said you would be happy to follow it up.

So I'm wondering, can you advise me where you got the evidence for this statement from?

Regards,

Wendy Carlisle  
Reporter  
Background Briefing

ABC Radio National

<http://www.abc.net.au/radionational/programs/backgroundbriefing/>

Hi Wendy,

The figure shows the time trend in sales of nutritively sweetened beverages and non-nutritively sweetened beverages in Australian grocery stores, expressed as a percentage of total volume sold. From 1994 to 2006, nutritively sweetened beverage sales demonstrated a 10% loss of volume grocery shares. Over the same time, total non-nutritively sweetened beverages showed a 10% gain in volume grocery share. J

**PROF JENNIE BRAND-MILLER**

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