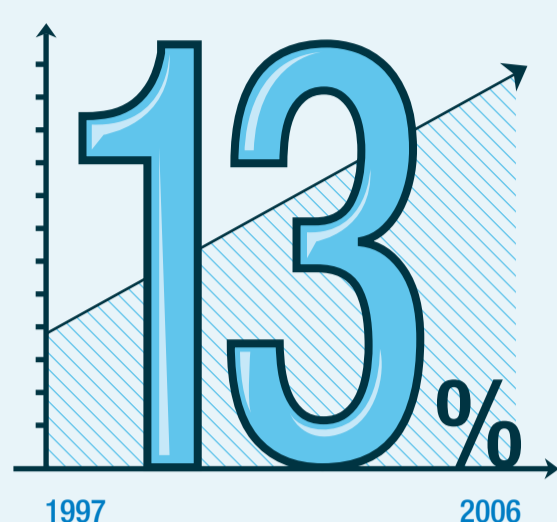
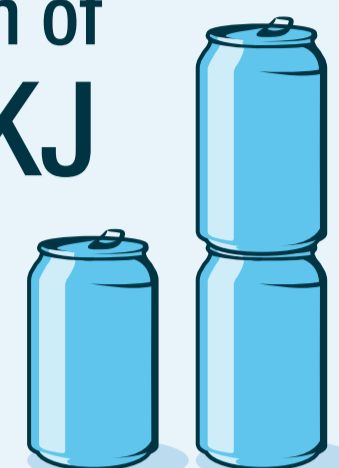


3 out of 4 top selling carbonated beverages in Australia are **LOW & NO KJ**¹

From 1994 - 2006



while consumption of **LOW & NO KJ** beverages **DOUBLED**³

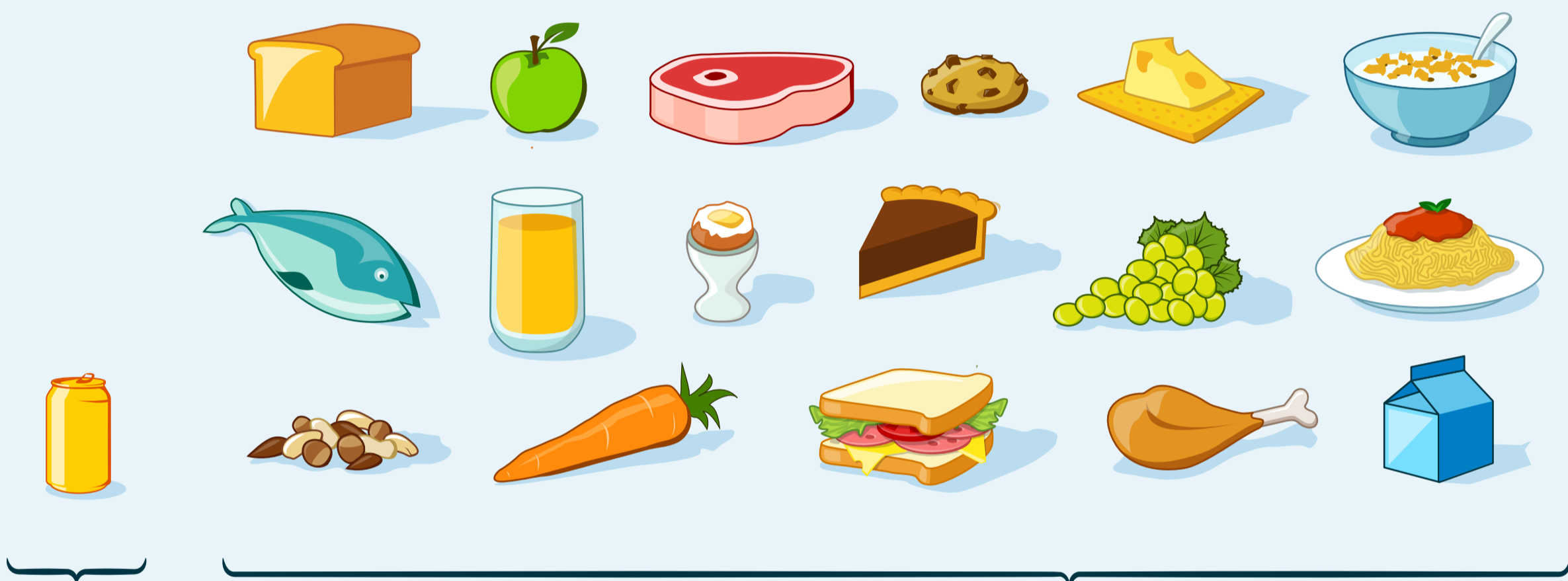


Between 1997 and 2006, **TOTAL VOLUME SALES** of water-based beverages **INCREASED** by **13%** largely accounted for by plain still water and low KJ soft drinks²



Children and Beverage Consumption

TOTAL ENERGY INTAKE in Australian children



1.6% Sugar-sweetened soft drinks
This was halved from **3.3%** in 1995⁴

98.4% All other food and beverages

WATER IS THE MOST POPULAR BEVERAGE consumed by children, followed by fruit and vegetable juices⁵



Industry Initiatives



We require our members adopt a range of voluntary initiatives over and above regulations including:

- Restricting the sale of regular soft drinks in primary schools
- Provide clear nutrition (KJ) labelling on the front of all packs
- Prohibit marketing of soft drinks to children under twelve
- Provide a wider range of KJ options and portion sizes

(1) Industry volume sales data.

(2) Levy, G., Tapsell, L. — Shifts in purchasing patterns of non-alcoholic, water-based beverages in Australia, 1997-2006. Nutrition and Dietetics 2007; 64: 268-279

(3) Barclay AW, Brand Miller J, The Australian Paradox: A Substantial Decline in Sugars Intake over the Same Timeframe that Overweight and Obesity has Increased, Nutrients 2011, 3, 491- 504

(4) 2007 Australian National Children's Nutrition and Physical Activity Survey. Main Findings. Commonwealth of Australia 2008

(5) 2007 Australian National Children's Nutrition and Physical Activity Survey. Main Findings. Commonwealth of Australia 2008