**OUR COMMITMENT**

We will reduce calories per litre across our portfolio in GB by 5 percent by 2025.

**INTRODUCTION**

Obesity is a complex public health challenge, with a significant cost to both society and individuals. As a major manufacturer within the food and drink industry, we understand the role that diet, including our drinks, can have on health and wellbeing. We know that we need to be part of the debate, and part of the solution on this issue. We have worked over the past years to increase the number of low- and no-calorie drinks and increase the range of portion sizes. Solving a complex global challenge like obesity can’t be done in isolation. We will continue to work in conjunction with partners in Government, industry and civil society to make progress on this issue.

**HIGHLIGHTS 2015**

- **45%** fewer calories in our reformulated Coca-Cola Life vs full sugared colas in GB.
- **43%** of the drinks we sell are low- or no-calorie.
- **£3.5 million** invested in our Morpeth facility to produce Glacéau vitamin water multi-v zero, our new zero calorie, zero sugar product.
- **19** brands and more than 90 products and flavours in our portfolio.

**HOW WE’RE DOING IT**

Our strategy focuses on three key areas:

- **Choice**: provide a wide range of drinks choices to fit a balanced lifestyle – including ensuring awareness of our low- and no-calorie options
- **Nutrition information**: ensure transparency across all our labelling, marketing and sales activities
- **Responsible marketing**: never market any of our products to children under 12

**Choice**

The Coca-Cola system was one of the first businesses to sign up to the UK Government’s Responsibility Deal in 2011 and has voluntarily supported the Government’s calorie reduction initiative since 2012, which led to a commitment to reduce the calories in some of our soft drinks by at least 30 percent. Since 2012, we have reduced the calories in our portfolio by 8.5 percent and aim to reduce them by a further 5 percent by 2025.

Since 2012, Coca-Cola Great Britain has invested £15 million in reformulation to reduce sugar and calories in some of the nation’s favourite soft drinks, including Sprite, Dr Pepper and Fanta, as well as innovating to launch new drinks like Coca-Cola Life. The reformulations have contributed to reducing people’s sugar and calorie intake – for example, the Sprite and Dr Pepper reformulations each removed more than ten billion calories and 2,500 tonnes of sugar from the nation’s diet. This has helped make soft drinks the only food and drink category where the sugar taken home from them is decreasing – by 15% between March 2012 and March 2016. In addition, purchases of low calorie soft drinks have increased by 35.7 percent in the past three years according to Government data.

In 2015, Coca-Cola Great Britain announced it had reduced the sugar content of Coca-Cola Life, see case study overleaf.

**Nutrition information**

We believe it is important to help people understand what is in our drinks so that they can make the right choices for their lifestyle. In 2014, we signed up to the UK Government’s voluntary colour-coded, front-of-pack nutrition labelling scheme which combines nutrient amounts and percentage Reference Intakes (RIs) with colour coding to show how much fat, saturated fat, salt, sugar and energy (calories) is in a product. The new labels started appearing on Coca-Cola products in March 2015.

We also announced that Coca-Cola in Great Britain is aiming to be the first country in the world where sales of lower, low- and no-calorie colas will be more than 50 percent. We will achieve this by adopting a ‘one brand’ marketing strategy, uniting four separate Coca-Cola brands as one with four variants to choose from – making choice easier and clearer for consumers. We will do this by showing our full range of colas in Coca-Cola advertising, the final frame of Coca-Cola TV ads will feature all four variants, and our packaging will clearly highlight the benefits of each variant.

Take a look at our Choice and Information Report, highlighting our commitments to help tackle obesity and sedentary lifestyles.


In April 2015, we introduced a new zero calorie and zero sugar product to our Glacéau vitaminwater range. Glacéau vitaminwater multi-v zero is sweetened from a natural source using stevia leaf extract. It is produced and bottled in Northumberland, where we have invested £3.5 million in our production facility at Morpeth.
In February, we introduced a new variant to the Fanta brand, replacing Fanta Peach and Apricot with Apple and Sour Cherry.

In March 2016, we unveiled a new Passion Punch product for our Relentless brand.

We launched an innovative range of Schweppes sparkling juice drinks including Grapefruit & Blood Orange and Lemon & Elderflower, one of the lowest calorie drinks aimed at adults, at 20kcal per 100ml.

In October 2015, we introduced the Monster Ultra range, three new zero calorie variants – Ultra, Ultra Sunrise and Ultra Red. In January 2016, we launched a new zero calorie variant of Monster Energy – Monster Energy Ultra.

**Package and portion sizes**

As well as providing a wide choice of drinks we also make our drinks available in a range of sizes to suit different occasions.

The latest addition to our packs is our 250ml small can. In December 2013, six months after its launch it was on sale in 10,717 stores. By December 2015 it was available in 14,527 stores (a 36 percent increase in two years).

Other sizes include our 150ml mini can, the standard 330ml can or a 1.75 litre bottle, designed for sharing with friends and family.

**Responsible marketing**

We have a long-standing commitment to responsible marketing and as such we will not market to children under the age of 12 because we believe parents and guardians should choose the drinks that are right for their families. This means that our advertisements are never shown during children’s programmes and we do not undertake promotional activities aimed at children under the age of 12. This is at the heart of our Responsible Marketing Charter, which guides our entire approach to marketing. We also recognise the growing use of digital and internet communications and our internet sites are designed for visitors aged 12 or above. As part of our global Coca-Cola policy we are also committed not to undertake direct commercial activity in primary schools, unless requested by school authorities or parents.

Coca-Cola Enterprises (CCE) extended its Designated Driver campaign for 2015 to include more brands and increase focus on out-of-town locations over the Christmas period.

Launched on 1 December, the Designated Driver campaign rewarded consumers who were driving to the pub at Christmas by offering a free second soft drink when they purchased a Coca-Cola, Coca-Cola Life, Coca-Cola Zero, Diet Coke, Appletiser or a Schweppes drink, including the newly launched Schweppes Sparkling Juice Drinks.

In 2015, this programme was supported by approximately 8,000 bars and pubs across the country. The activation also featured the Department for Transport’s “Supporting THINK!” logo, highlighting CCE’s support for THINK’s don’t drink and drive campaign.

**CASE STUDY**

Coca-Cola Life is our first lower-calorie cola, and in 2015 a new recipe was introduced to replace the first version of Coca-Cola Life which was launched in Great Britain in September 2014 and contained a third less sugar and calories than regular colas.

Coca-Cola Life will continue to be sweetened with a blend of sugar and stevia plant extract but the recipe was changed to include a greater level of stevia plant extract. A 330ml can of Coca-Cola Life now contains 76 calories and 19 grams of sugar.