



**International Council of Beverages Associations Response to Press Release of
UK-based Group, Action on Sugar
Oct. 1, 2015**

Today the International Council of Beverages Associations released the following statement in response to the press release of UK-based group, Action on Sugar:

“Our member companies offer a wide variety of beverage options around the world, and innovation is driving more and more reduced-, low-, and no-calorie choices. There is nothing surprising about the amount of sugar in any of our products – it is listed clearly on the label so consumers can make the choice that is right for them. We are committed to providing transparent, fact-based nutrition information.

“Companies make products in different countries in different ways to meet government regulations as well as to meet varying consumer tastes. Along with our current efforts, our member companies will continue to lead the way in helping consumers achieve calorie balance by offering smaller portion sizes, more reduced-, low- and no-calorie beverages, and providing clear, transparent nutrition information.”

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The International Council of Beverages Associations (ICBA) is an international nongovernmental organization established in 1995 that represents the interests of the worldwide non-alcoholic beverage industry. The members of ICBA include national and regional beverage associations, as well as international beverage companies that operate in more than 200 countries and territories and produce, distribute, and sell a variety of non-alcoholic sparkling and still beverages, including soft drinks, sports drinks, energy drinks, bottled waters, flavored and/or enhanced waters, ready-to-drink teas and coffees, 100% fruit or vegetable juices, nectars and juice drinks, and dairy-based beverages. For more information on ICBA, please visit www.icba-net.org or call Kate Loatman at (202) 321-3085.