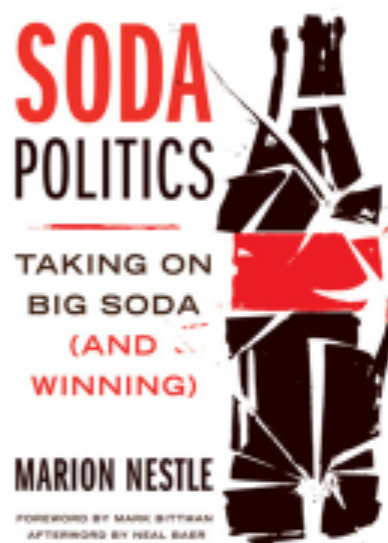


SODA POLITICS Comes Uptown

A conversation with Marion Nestle

part of our fall 2015 Food Policy for Breakfast Seminar Series



Dr. Nestle is Paulette Goddard Professor, Department of Nutrition, Food Studies, and Public Health, New York University. Her latest book explores the power wielded by the soda industry and what is being done to fight it.

Tuesday, December 14
9:00am – 10:30am 7th Floor

CUNY School of Public Health
55 West 125th Street
(between Fifth and Lenox Aves)
New York, NY 10027

Free RSVP:
<http://bit.ly/1GgH0pw>



THE CUNY SCHOOL OF PUBLIC HEALTH



www.foodpolitics.com

@marionnestle



SODA POLITICS

TAKING ON
BIG SODA
(AND
WINNING)

MARION NESTLE

FOREWORD BY MARK BITTMAN
AFTERWORD BY NEAL BAER





Moscow
1995





VERY LOW SODIUM	
Nutrition Facts	
Serving Size 1 Can	
Amount Per Serving	
Calories 150	
% Daily Value*	
Total Fat 0g	0%
Sodium 30mg	1%
Total Carb. 41g	14%
Sugars 41g	
Protein 0g	
Not a significant source of other nutrients.	
*Percent Daily Values are based on a 2,000 calorie diet.	
CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CARAMEL COLOR, SUGAR, PHOSPHORIC ACID, CAFFEINE, CITRIC ACID, NATURAL FLAVOR.	
CAFFEINE CONTENT: 38mg/12 fl oz.	

MANUFACTURED BY INDEPENDENT BOTTLERS UNDER THE AUTHORITY OF PEPSICO, INC., PURCHASE, NY 10577.

5/6 [\sim 1] teaspoon sugars per ounce

150 calories



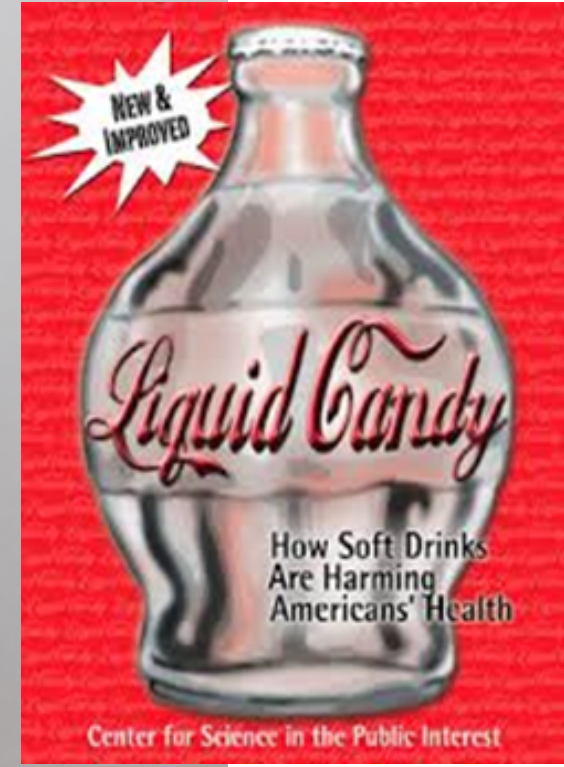
12-ounce



20-ounce



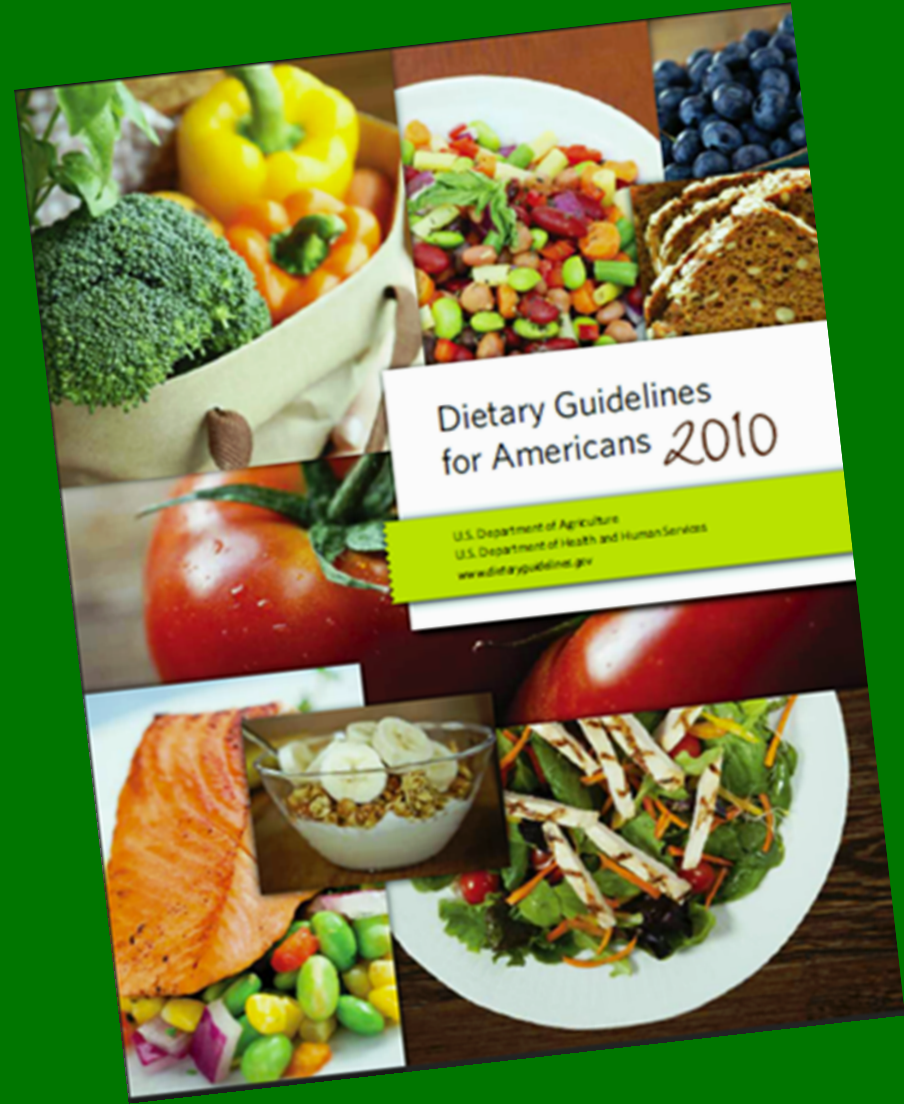
1 liter



More of this



Less of this

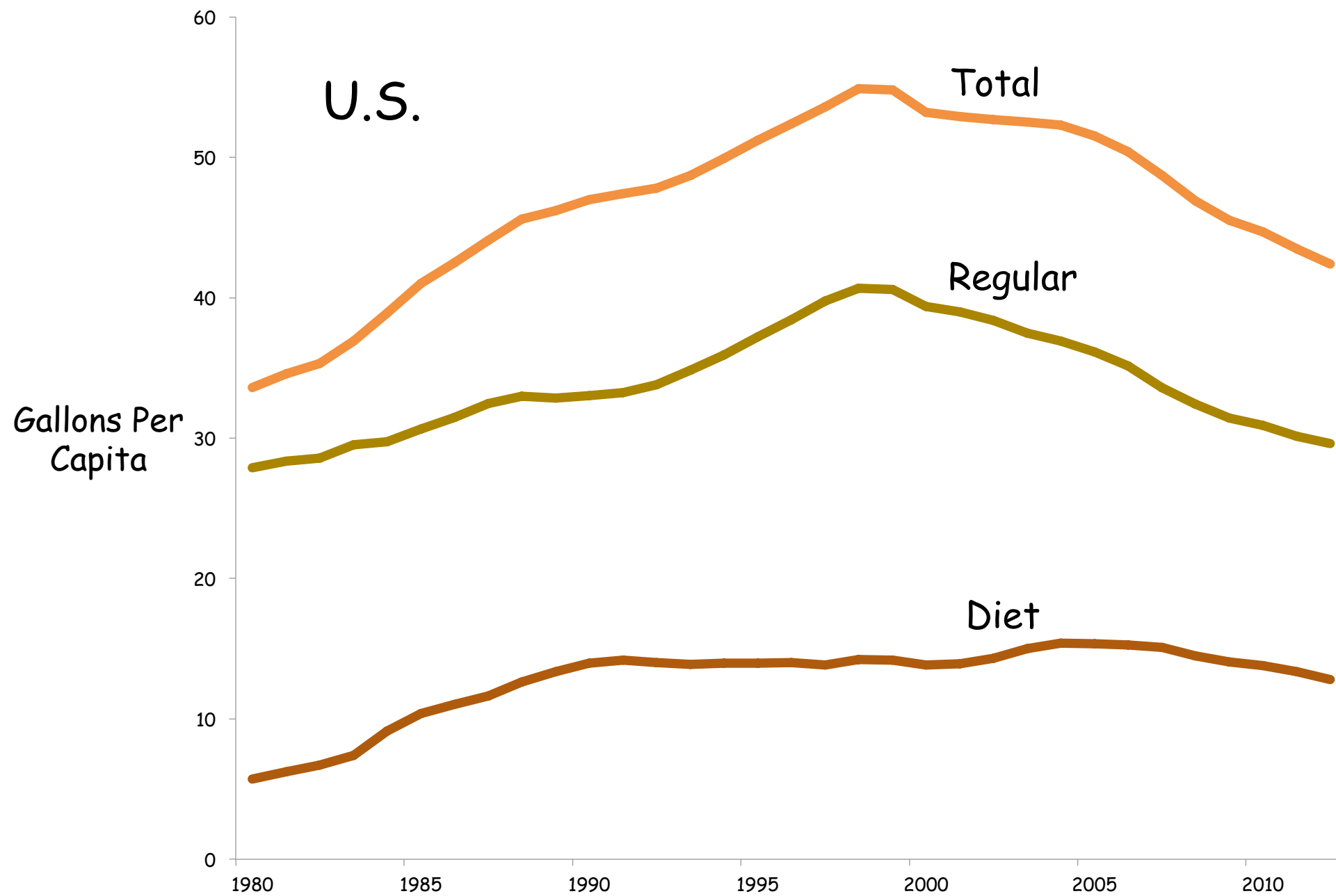


Top Sources of Calories

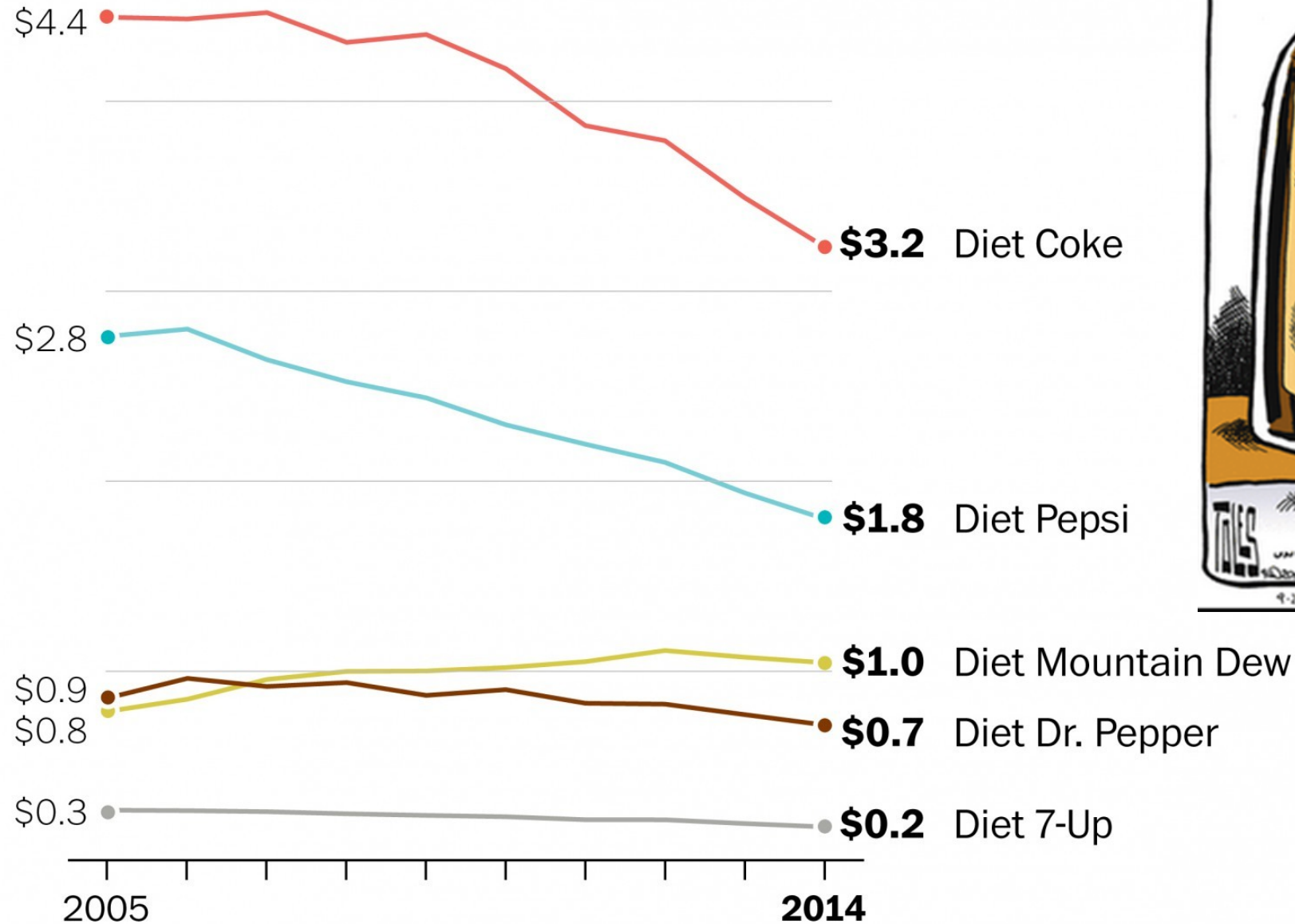
Among Americans



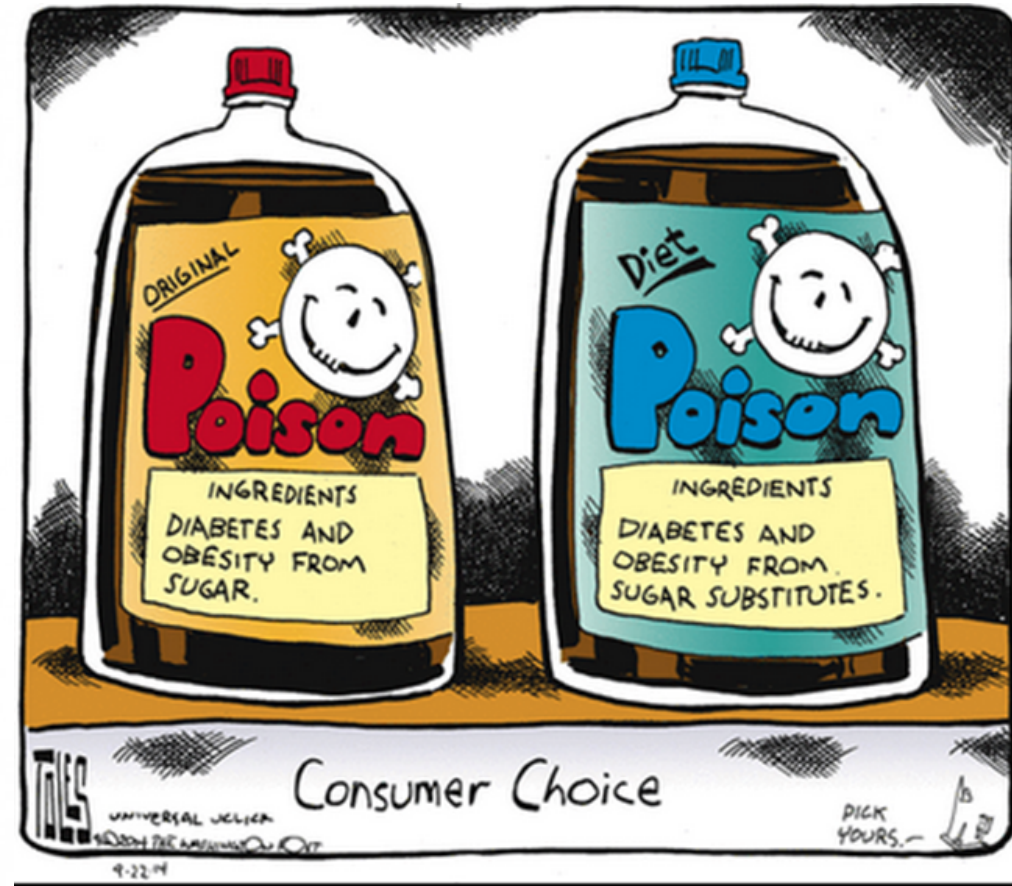
AVERAGE CALORIES PER DAY



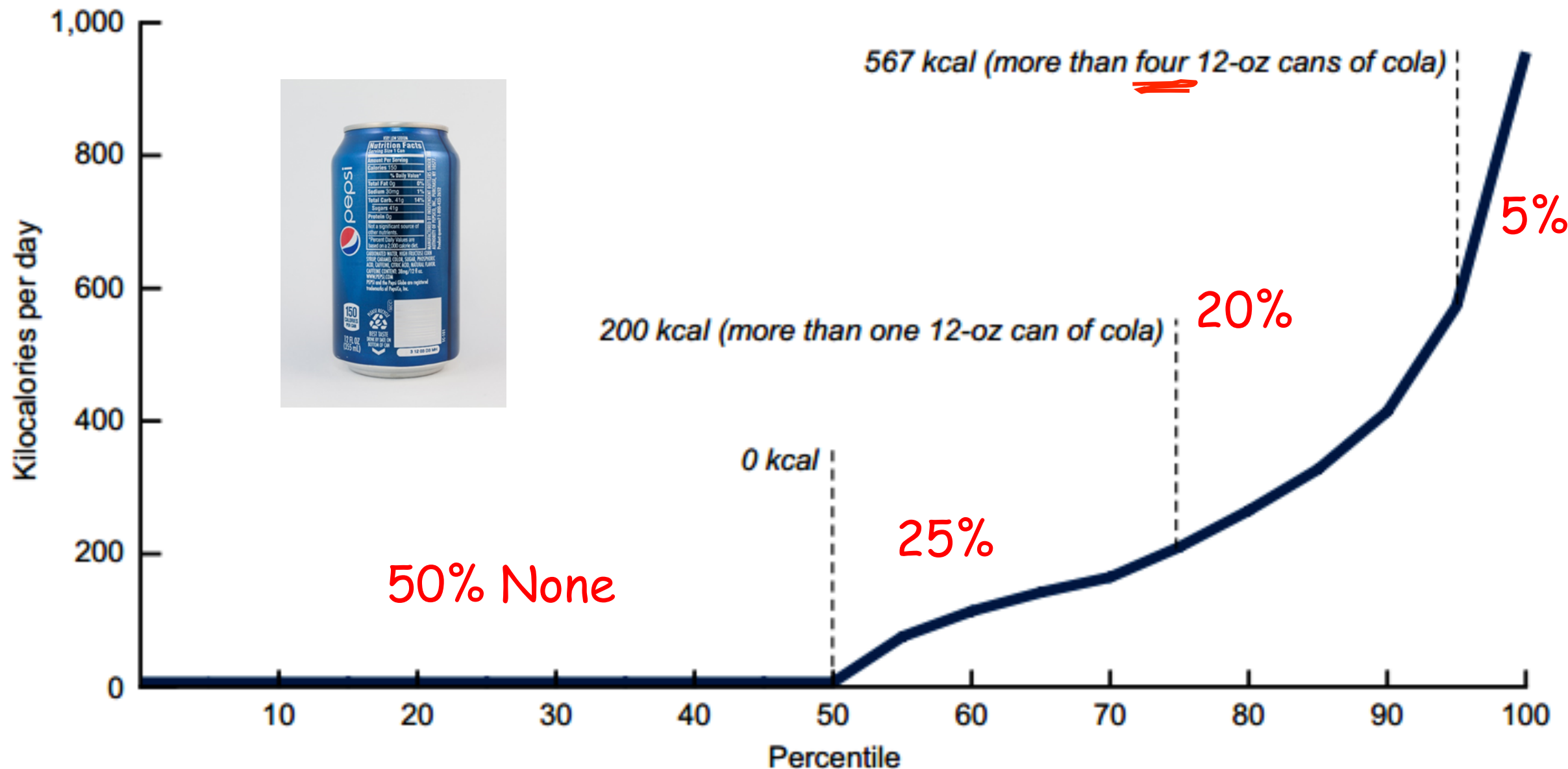
Low calorie soda sales by brand, in billions of dollars



Source: Euromonitor



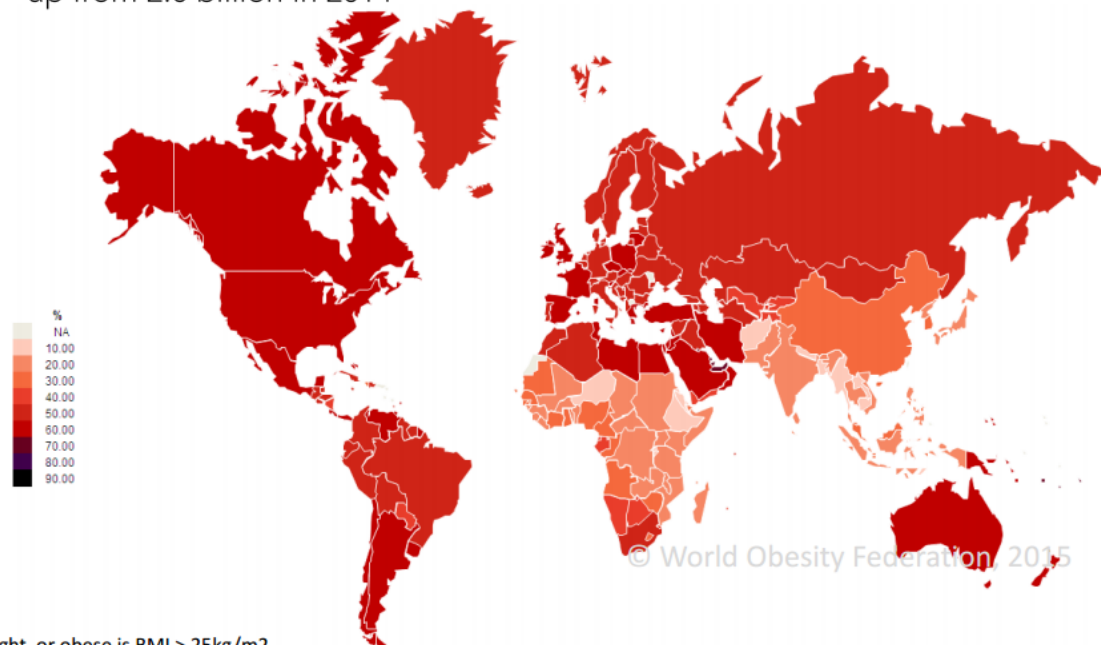
WAPO.ST/**WONKBLOG**



SOURCE: CDC/NCHS, National Health and Nutrition Examination Survey, 2005–2008.

2. Prevalence of adult excess weight (overweight or obese) (2014)

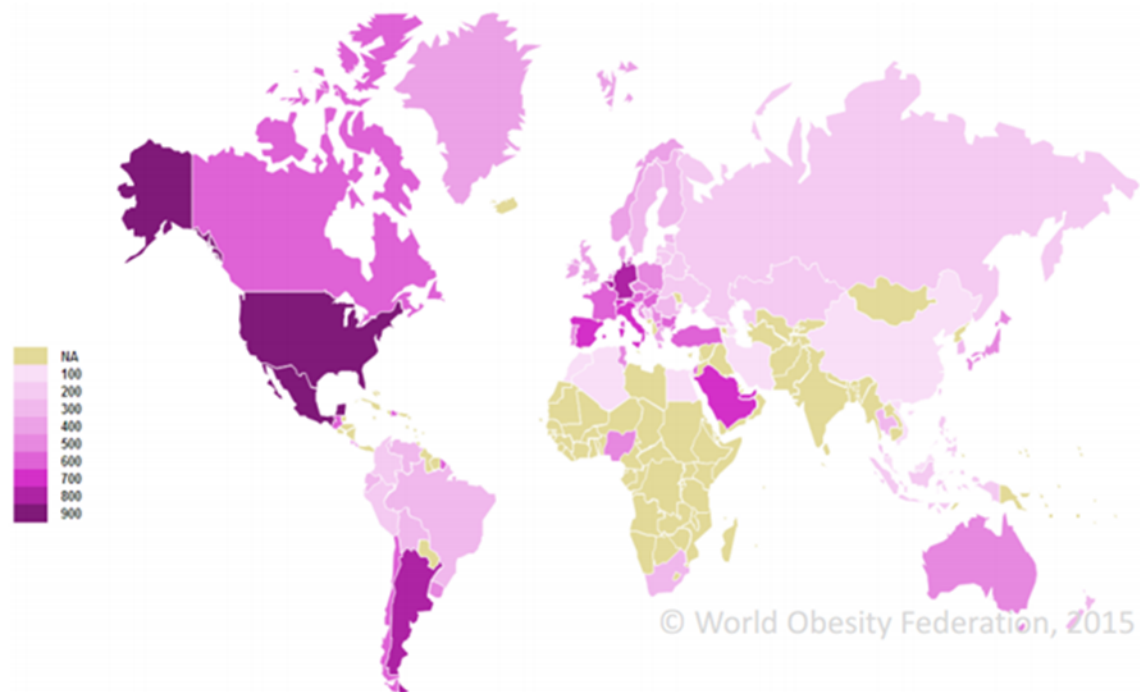
If current trends continue, 2.7 billion adults worldwide will be overweight or obese by 2025 – up from 2.0 billion in 2014



Overweight or obese is BMI > 25kg/m²
 Estimates from World Obesity Federation and World Health Organization
 Map © World Obesity Federation 2015

8. Global soft drink consumption (2014)

In the last 10 years the global consumption of soft drinks increased by a third (33%)



Number of 12oz/333ml servings per person in 2014
 Source: Euromonitor Passport and World Obesity Federation
 Map © World Obesity Federation 2015

Production, Gallons Per Capita

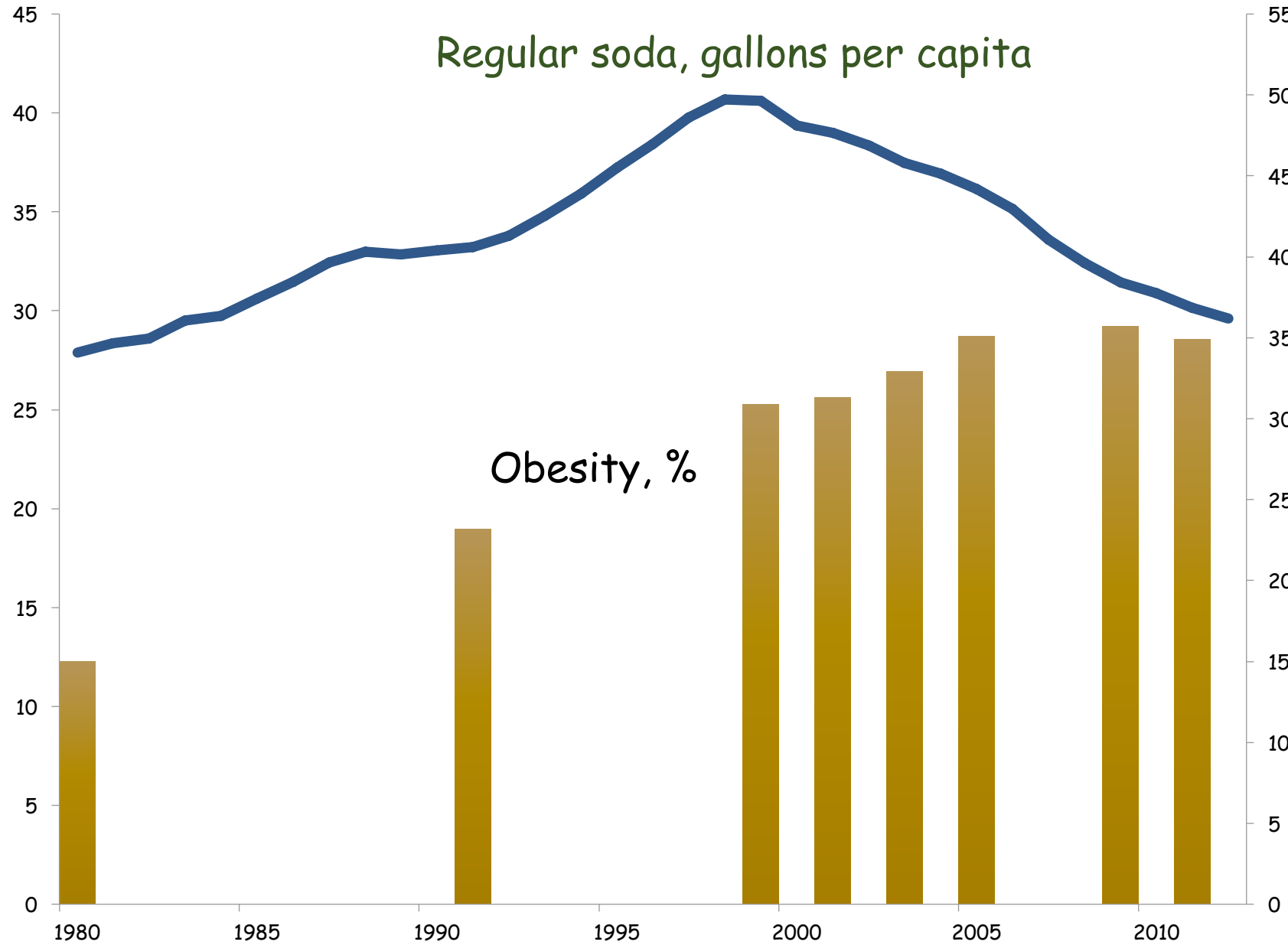
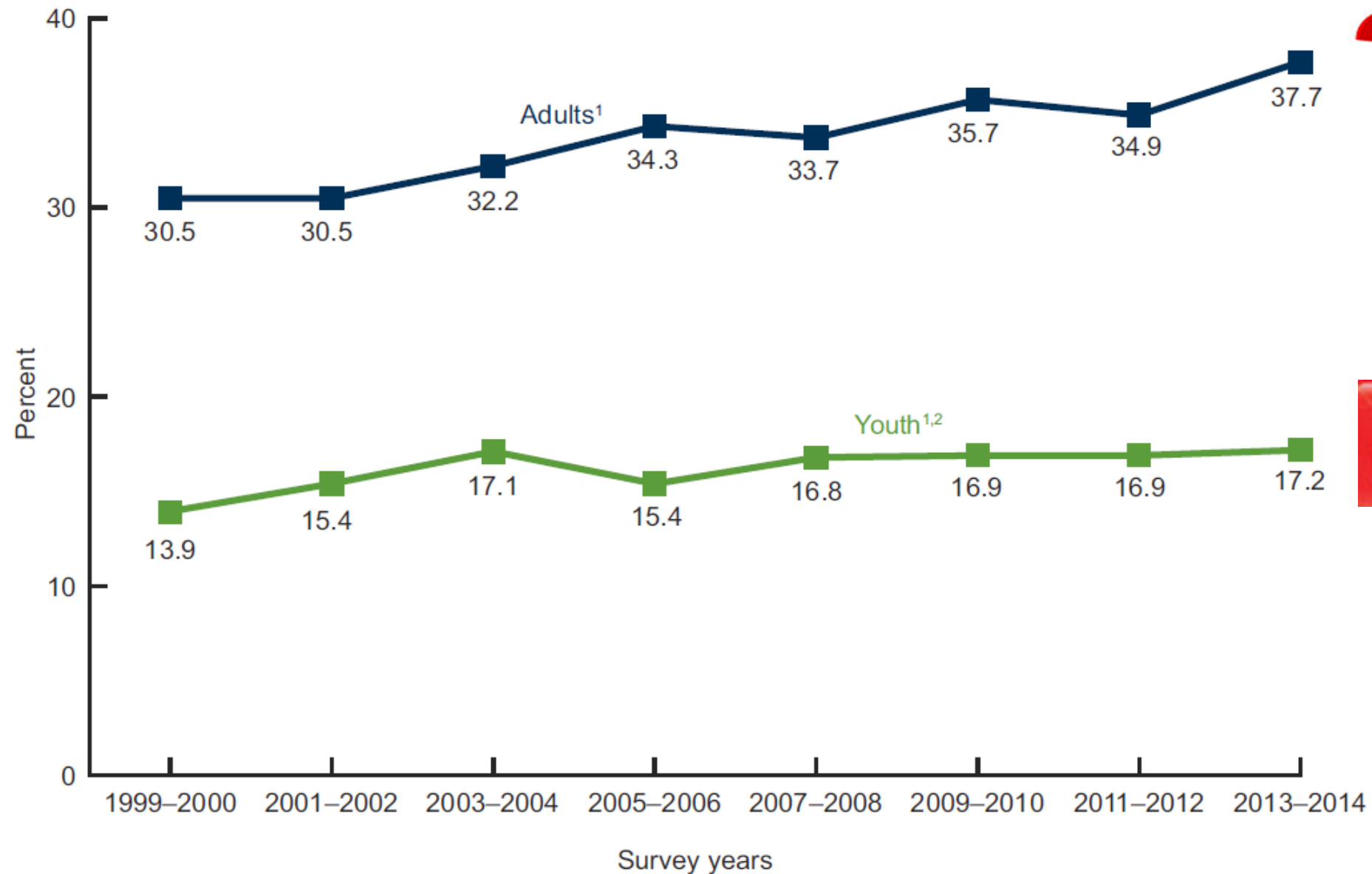


Figure 5. Trends in obesity prevalence among adults aged 20 and over (age-adjusted) and youth aged 2–19 years: United States, 1999–2000 through 2013–2014



IT'S NOT JUST OBESITY. DRINKING ONE SODA A DAY:



FOR MEN:

increases risk of
HEART DISEASE
by 20%



FOR WOMEN:

increases risk of
DIABETES
by 25%



FOR ALL:

increases
likelihood of being
OVERWEIGHT
by 27%



- obesity
- diabetes
- blood pressure
- cholesterol
- heart disease

DO YOU DRINK SODA EVERY DAY?

16

the percentage by which your
risk of stroke is increased by
consuming ① can of soda
per day, whether
sugar-sweetened or diet.



**YOU WOULDN'T EAT 22
PACKS OF SUGAR*. WHY ARE
YOU DRINKING THEM?**

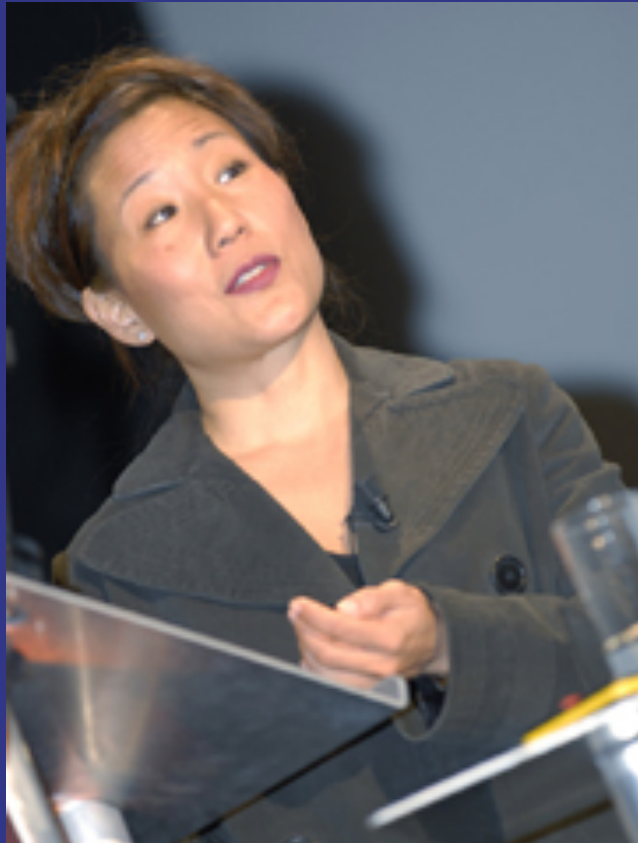
Extra calories in sugar-loaded drinks may lead to obesity, diabetes, heart disease and some cancers. **CHOOSEHEALTHLA.com**



Honesty is the best policy

Obesity Fear Frenzy Grips Food Industry

Why Coke's Creative Chief Esther Lee Isn't Alone in Fearing FTC, Critics



"Our Achilles heel is the discussion about obesity...It's gone from a small, manageable U.S. issue to a huge global issue. It dilutes our marketing and works against it. It's a huge, huge issue."

--Advertising Age, April 23, 2007

December 31, 2014

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 10-K

☒ ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
For the fiscal year ended December 31, 2014
OR

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
For the transition period from to

Commission File No. 001-02217

The Coca-Cola Company

ITEM 1A. RISK FACTORS

In addition to the other information set forth in this report, you should carefully consider the following factors, which could materially affect our business, financial condition or results of operations in future periods. The risks described below are not the only risks facing our Company. Additional risks not currently known to us or that we currently deem to be immaterial also may materially adversely affect our business, financial condition or results of operations in future periods.

Obesity concerns may reduce demand for some of our products.

There is growing concern among consumers, public health professionals and government agencies about the health problems associated with obesity. In addition, some researchers, health advocates and dietary guidelines are suggesting that consumption of sugar-sweetened beverages, including those sweetened with HFCS or other nutritive sweeteners, is a primary cause of increased obesity rates and are encouraging consumers to reduce or eliminate consumption of such products. Increasing public concern about obesity; possible new or increased taxes on sugar-sweetened beverages by government entities to reduce consumption or to raise revenue; additional governmental regulations concerning the marketing, labeling, packaging or sale of our sugar-sweetened beverages; and negative publicity resulting from actual or threatened legal actions against us or other companies in our industry relating to the marketing, labeling or sale of sugar-sweetened beverages may reduce demand for or increase the cost of our sugar-sweetened beverages, which could adversely affect our profitability.

"Some researchers, health advocates and dietary guidelines are suggesting that consumption of sugar-sweetened beverages...is a primary cause of increased obesity."

Bloomberg Businessweek

August 4 — August 10, 2014 | businessweek.com

**“Would You
Believe I’m Just
Big-Boned?”**



**Coke
finally
admits it
has a fat
problem—
and a plan
to fix it**

p38



Market responsibly, including no advertising to children under 12 anywhere in the world

Our responsible marketing guidelines include a global industry policy to **not buy advertising** directly targeted at audiences that are **more than 35% children under 12**. This applies to TV, radio and print, and, where data is available, to the Internet and mobile phones.



Our **Global School Beverage Guidelines**, developed in 2010, guide our practices across the **200+ markets** in which we operate.



Find out more about our commitments at comingtogether.com



Sugary Drink
facts.
Food Advertising to Children and Teens Score

WWW.SUGARYDRINKFACTS.ORG



Evaluating Sugary Drink Nutrition and Marketing to Youth





YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

Jennifer L. Harris, Ph.D., M.B.A.
Marlene B. Schwartz, Ph.D.
Kelly D. Brownell, Ph.D.



2012

 CLEAR CHANNEL



“ THE RICHMOND BEVERAGE TAX
IS UNFAIR — IT HITS POOR AND
WORKING PEOPLE THE HARDEST ”

JAMES WASHINGTON, RICHMOND RESIDENT

ON NOVEMBER 6TH

**VOTE NO ON THE
RICHMOND BEVERAGE TAX**

www.norichmondbeveragetax.com

PAID FOR BY THE COMMUNITY COALITION AGAINST BEVERAGE TAXES, WITH MAJOR FUNDING BY THE AMERICAN BEVERAGE ASSOCIATION STRATEGIC
ADVOCACY FUND COMMITTEE AND SUPPORTED BY THOUSANDS OF RICHMOND RESIDENTS, LABOR AND BUSINESSES AGAINST UNFAIR TAXES.





November 2015

Carol Mateo, photo

Bottlers and Minority Groups, Soda War Allies

By NICHOLAS CONFESSORE

The decision by a New York State judge striking down the Bloomberg administration's ban on large, sugary drinks this week was not just a high-profile victory for the soda companies in their pitched battle against anti-obesity policies that are aimed at their products. It was also a victory for the industry's steadfast, if surprising, allies: advocacy groups representing the very communities hit hardest by the obesity epidemic.

Dozens of Hispanic and African-American civil rights groups, health advocacy organizations and business associations have joined the beverage industry in opposing soda regulation around the country in recent years, arguing that such measures — perhaps the greatest regulatory threat the soft-drink industry has ever faced — are discriminatory, paternalistic or ineffective.

Many of these groups have something else in common: They are among the recipients of tens of millions of dollars from the beverage industry that has flowed to nonprofit and educational organizations serving blacks and Hispanics over the last decade, according to a review by The New York Times of charity records and other docu-

Industry Money Flows to Surprising Foes of Beverage Limits



ments.

Soda companies have sponsored conferences for the National Hispana Leadership Institute, scholarships for local chapters of the National Association for the Advancement of Colored People, financial literacy classes offered by the National Puerto Rican Coalition and programs from the National Hispanic Medical Association.

These connections came to the fore recently when the New York chapter of the N.A.A.C.P., along with the Hispanic Federation, a coalition of Hispanic community service agencies in the New York area, filed an amicus brief in support of the beverage industry's effort to block Mayor Michael R.

regulate the amount of calorie sweeteners in sodas and other beverages, asserting that the scientific consensus was clear that added sugars had made such products unsafe.

The two groups that opposed the New York ban — both of which have received grants or sponsorship dollars from Coca-Cola or PepsiCo — argued that the regulations unfairly discrimi-

Continued on Page A21

"...the very communities hit hardest by the obesity epidemic"

"All the News
That's Fit to Print"

The New York Times



VOL. CLXIV . . . No. 56,954

© 2015 The New York Times

NEW YORK, MONDAY, AUGUST 10, 2015

COCA-COLA FUNDS EFFORT TO ALTER OBESITY BATTLE

EMPHASIS ON EXERCISE

Supporting Science That
Discounts Diet, a View
Called Misleading

By ANAHAD O'CONNOR

Coca-Cola, the world's largest producer of sugary beverages, is backing a new "science-based" solution to the obesity crisis: To maintain a healthy weight, get more exercise and worry less about cutting calories.

The beverage giant has teamed up with influential scientists who are advancing this message in medical journals, at conferences and through social media. To help the scientists get the word out, Coke has provided financial and logistical support to a new nonprofit organization called the Global Energy Balance Network, which promotes the argument that weight-conscious Americans are overly fixated on how much they eat and drink while not paying enough attention to exercise.



WE'D LIKE TO PAY SOME SCIENTISTS TO SING,
IN PERFECT HARMONY,
AND HELP US DUPE THE WORLD THAT COKE
DOESN'T CAUSE O-BE-SIT-EE!



REVIEW & OUTLOOK
The Obama-Xi
Cyber MirageAmerican Tax
ExceptionalismREVIEW & OUTLOOK
The Sage Grouse
SwitcherooThe Jack Kemp
Model for
RepublicansBe
Regula
ChampYOU ARE READING A PREVIEW OF A PAID ARTICLE. [SUBSCRIBE NOW](#) TO GET MORE GREAT CONTENT.

OPINION | COMMENTARY

Coca-Cola: We'll Do Better

The company, taking to heart criticism of how it deals with scientific research and childhood obesity, vows to improve transparency.



PHOTO: ELISE AMENDOLA/ASSOCIATED PRESS

By [MUHTAR KENT](#)

Aug. 19, 2015 6:46 p.m. ET

144 COMMENTS

At Coca-Cola, the way we have engaged the public health and scientific communities to tackle the global obesity epidemic that is plaguing our children, our families and our communities is not working.

Our company has been accused of shifting the debate to suggest that physical activity is the only solution to the obesity crisis. There also have been reports accusing us of deceiving the public about our support of scientific research.



In addition, I have directed Sandy Douglas, president of Coca-Cola North America, to:

- Publish on our website a list of our efforts to reduce calories and market responsibly, along with a list of health and well-being partnerships and research activities we have funded in the past five years, which we will continue to update every six months.



OUR COMMITMENT TO TRANSPARENCY

Our Actions and Way Forward

By: **Sandy Douglas** | Sep 22, 2015

SHARE: **f Like** 1,420 people like this. Sign Up to see what your friends like.

t 1k **308** **in** 654 **p** **+**



Today, in the United States, we take the critical first step to becoming a more effective partner against obesity by sharing with each of you how we partner with organizations and how we support scientific research on health-related issues. Over the last five years, we have provided \$21.8 million to fund scientific research and \$96.8 million to support health and well-being partnerships for a total of \$118.6 million.

We invite you to learn about the research, initiatives and programs we have supported and the organizations and individuals with whom we have proudly worked. The information we are sharing includes the funding amount and year of support provided by Coca-Cola North America, The Coca-Cola Foundation and from our U.S.-based corporate headquarters. We will update this information every six months.

Our engagement and financial support of these well-respected experts, institutions and organizations were made with the best of intentions – to inform our business, support our local communities and support solutions to the public health issues facing people across the United States and around the world.

In the weeks and months ahead, we will listen, we will learn and we will develop a new approach to guide and inform our path forward.

Today is the beginning of a journey. It is a journey that will make us a better company and a better local community partner. And, it is a journey that we invite you to join –

SEARCH RESEARCH & PARTNERSHIPS

By Keyword

Search **Q**

By Type

By Type **▼**

By Year

By Year **▼**

» SEARCH

[Click here to view entire list](#)

MARKETPLACE ACTIONS

Providing More Information and Beverage Choices

» LEARN MORE

LIST OF HEALTH PROFESSIONALS AND SCIENTIFIC EXPERTS

List of Health Professionals and Scientific Experts

By: **Journey Staff** | Sep 22, 2015

SHARE: **f Like** 53 people like this. Sign Up to see what your friends like.

t 53 **308** **in** 3 **p** **+**

As part of our transparent reporting around our support of scientific research and health and well-being partnerships, the Company also shares the list of health professionals and scientific experts with whom we regularly collaborate and consult.

The Company provides funding to support their efforts to share scientific expertise, practical nutrition, physical activity, and lifestyle information with consumers and/or health professionals. They state their own views and disclose their relationship with The Coca-Cola Company.

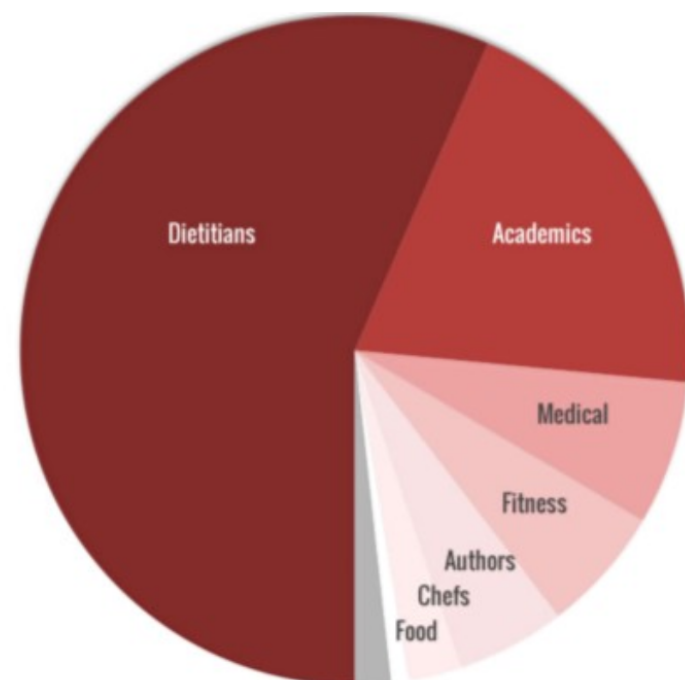
Below is a list of the experts the Company has worked with from 2010-2015. The total amount spent during this time for travel grants, related expenses and professional fees for the Company's work with these experts is \$2.1 million.

Liz Applegate, PhD
Pat Baird, MA, RDN
Chrissy Barth, MS, RDN
Sarah Jane Bedwell, RD,
Carol Berg Sloan, RDN
Jae Berman, MS, RD
Steven Blair, P.E.D.
Ramona Braganza
Amy Bragg, RD
Rachel Brandeis, MS, RD
Lora Burke, PHD, MPH, RN
John Calfee
Jay Cardello
Angie Cason, PhD
Katie Cavuto Boyle, MS, RD
Roger Clemens, PhD, DRPH, MPH
Renee Clerkin, RD, LDN
Eric Cochran, PHD
Alyssa Rider Corell, MS, RD
Luke Corey, RD
Adam Drewnowski, PhD, MA
Allison Eastwood, RD
Deborah Enos, RD
Kim Evans, MS, RD
Nicole Fasules, RD, CD, CPT
Julie Feldman, MPH, RD
Kathryn Fink, MS, RDN
Audwin Fletcher, PhD
Robyn Flipse, MS, RD
John Foreyt, PhD
Amla Freeman, CRE
Kim Galeaz, RD, CD
Molly Gee, RD, Med, LD
Theresa Gentile, MD, RD, CDN
Phillip Goglia, PhD
Jacqueline Gomes, RDN

NEWSLETTERS

Want to stay up to date on the latest happenings with our Commitment to Transparency? Subscribe for email alerts. Learn more about our marketplace actions

» SUBSCRIBE



Ninjas for Health

100 Black Men of America, Inc.	\$200,000	2014
One Hundred Black Men, Inc. of New York	\$25,000	2013
Mercy Corps	\$150,000	2014
Juvenile Diabetes Research Foundation	\$10,000	2010
Shepherd Center Foundation	\$10,000	2010
National Hispanic Caucus of State Legislators	\$20,000	2010
Special Olympics Georgia, Inc.	\$35,000	2010
Emory University	\$25,000	2011
Visiting Nurse Health System, Inc.	\$5,000	2011
Children's Healthcare of Atlanta	\$10,000	2010
Juvenile Diabetes Research Foundation	\$5,000	2011
Shepherd Center Foundation	\$10,000	2011
Special Olympics Georgia, Inc.	\$35,000	2011
Children's Healthcare of Atlanta	\$10,000	2011
Juvenile Diabetes Research Foundation	\$5,000	2012
Special Olympics Georgia, Inc.	\$35,000	2012
Winship Cancer Institute of Emory University	\$35,000	2011
National Organization for Mexican American Rights	\$3,000	2013
National Association of Hispanic Nurses	\$150,000	2012
Detroit Police Athletic League Inc.	\$100,000	2013
Special Olympics Georgia, Inc.	\$35,000	2013
PATH Foundation, Inc.	\$5,000	2013
Winship Cancer Institute of Emory University	\$5,000	2013
George West Mental Health Foundation Inc.	\$10,000	2014

Health

- \$700,000 Academy of Nutrition and Dietetics*
- \$2.9 million American Academy of Pediatrics*
- \$3.5 million American Academy of Family Physicians*
- African-American
- Hispanic
- Athletic
- Youth
- University



Coca-Cola Ends Financial Sponsorship of Academy of Nutrition and Dietetics

Health group criticized for accepting money from large food and drink companies

By MIKE ESTERL

2 COMMENTS

Sept. 28, 2015 5:13 p.m. ET

Coca-Cola Co. isn't renewing its financial sponsorship of the Academy of Nutrition and Dietetics, part of a broader funding review at Coke after critics accused the beverage giant of trying to downplay the role of sugary drinks in obesity.





FOOD

University Returns \$1 Million Grant to Coca-Cola

By ANAHAD O'CONNOR NOVEMBER 6, 2015 10:50 PM  36 Comments



Email



Share



Tweet

The University of Colorado School of Medicine announced Friday that it was returning a \$1 million gift from Coca-Cola after it was revealed that the money had been used to establish an advocacy group that played down the link between soft drinks and obesity.



Jeff Chiu/Associated Press

APNewsBreak: Emails reveal Coke's role in anti-obesity group

By CANDICE CHOI Nov. 24, 2015 10:25 AM EST



1 photo



FILE - In this March 17, 2011, file photo, Cans of Coca-Cola and Diet Coke sit in a cooler in... [Read more](#)

NEW YORK (AP) — A nonprofit founded to combat obesity says the \$1.5 million it received from Coke has no influence on its work.

But emails obtained by The Associated Press show the world's largest beverage maker was instrumental in shaping the Global Energy Balance Network, which is led by a professor at the University of Colorado School of Medicine. Coke helped pick the group's leaders, edited its mission statement and suggested articles and videos for its website.

In an email last November, the group's president tells a top Coke executive: "I want to help your company avoid the image of being a problem in peoples' lives and back to being a company that brings important and fun things to them."

"I want to help your company avoid the image of being a problem in people's lives and back to being a company that brings important and fun things to them."

--James Hill

HEALTHY CONSUMER

Coke's Chief Scientist, Who Orchestrated Obesity Research, Is Leaving

By ANAHAD O'CONNOR NOVEMBER 24, 2015 7:04 PM 108 Comments



November 24, 2015

Coca-Cola's Top Scientist On Obesity Is Departing

By ANAHAD O'CONNOR

Coca-Cola's top scientist is stepping down following revelations that the beverage giant initiated a strategy of funding scientific research that played down the role of Coke products in the spread of obesity.

Rhona S. Applebaum, Coke's chief science and health officer, helped orchestrate the establishment of a nonprofit group known as the Global Energy Balance Network. The group's members were university scientists who encouraged the public to focus on exercise and worry less about how calories from food and beverages contribute to obesity.

Coca-Cola spent \$1.5 million last year to support the group, including a \$1 million grant to the University of Colorado medical school, where the nonprofit group's president, James O. Hill, a prominent obesity researcher, is a professor.

Coke's financial ties to the group were first reported in an article in The New York Times in August, which prompted criticism that the soft drink giant was trying to influence scientific research on sugary drinks.

The university returned the money to Coca-Cola this month after public health experts raised concerns.

"Dr. Applebaum and other Coke executives helped pick the group's leaders, create its mission statement and design its website."

Facing Criticism, a Research Group Financed by Coca-Cola Says It Will Disband

By ANAHAD O'CONNOR

A group called the Global Energy Balance Network, led by scientists and created by Coca-Cola, announced this week that it was shutting down after months of pressure from public health authorities who said that the group's mission was to play down the link between soft drinks and obesity.

Coke's financial backing of the group, reported by The New York Times in August, prompted criticism that the company was try-

ing to shape obesity research and stifle criticism of its products.

Public health authorities complained that Coke, the world's largest producer of sugary beverages, was adopting tactics once used by the tobacco industry, which for decades enlisted experts to raise doubts about the health hazards of smoking. Last month, the University of Colorado School of Medicine said it would return a \$1 million grant that Coca-Cola had provided to help start the organization.

Monday night, the Global En-

ergy Balance Network removed all content from its website and posted a brief statement saying it was discontinuing its operations "due to resource limitations."

The group's president, James O. Hill, a prominent obesity researcher and professor at the University of Colorado, declined a request for comment.

The University of South Carolina had also accepted \$500,000 from Coke to help start the group. But a spokesman for the university, Wes Hickman, did not return phone calls or messages on

shutting down. I think that speaks to the purpose of the establishment of this group."

For months, the group denied that it was allowing Coke to influence its message or the work of its scientists.

But the public health community responded sharply. In August, a letter written by the chairman

and the Academy of Nutrition and Dietetics, announced a short time later that they were ending their relationships with Coke.

In a statement issued in August, Dr. Hill acknowledged that Coca-Cola had provided the money to start the Global Energy Balance Network, but insisted that Coca-Cola had "no say in how these funds are spent" and that it "does not have any input into our organization."

But a series of emails obtained by The Associated Press and reported last week suggested that Dr. Hill had allowed Coke to help pick the group's leaders, create its mission statement and design its website.

In one exchange with Dr. Hill, Coke's chief scientist, Rhona Applebaum, shared a proposal outlining the establishment of the group and its purpose. "Akin to a political campaign," the proposal said, "we will develop, deploy and evolve a powerful and multifaceted strategy to counter radical organizations and their proponents."

Dr. Hill also proposed doing a study that would help Coca-Cola focus the blame for obesity on a lack of exercise and urged the company to pay for it.

"This would be a very large and expensive study, but could be a game changer," he wrote to executives at the company. "We need this study to be done."

Last week, Coca-Cola announced that Dr. Applebaum was retiring and that the company would not be seeking a successor. The company said it was dispatching a top executive, Sandy Douglas, to meet with public health advocates around the country.

In a statement, Muhtar Kent, Coke's chief executive, said the company was working on becoming more transparent.

"Our support for scientific research was based on the desire to identify a more holistic, workable approach based on the best evidence," he said. "Clearly, we have more work to do to reflect the values of this great company in all that we do."

Health authorities questioned the group's objectivity.


of the nutrition department at Harvard's school of public health and signed by 36 other scientists criticized Coca-Cola and the Global Energy Balance Network for spreading "scientific nonsense."

Other health groups that had accepted millions of dollars in funding from Coke, including the American Academy of Pediatrics

Press Clips: Coca-Cola Pulls the Plug on the Global Energy Balance Network

Press Release | Dec. 4, 2015 at 12:52 pm

 Tweet

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2

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0

Coke Cuts Ties with GEBN

The Global Energy Balance Network (GEBN) is no more. The *Associated Press* (AP) reported that the Coca-Cola Company-backed non-profit is ceasing its operations, citing "resource limitations." GEBN's end comes three months after *The New York Times* first shined a light



Global
Energy
Balance
Network

Effective immediately, GEBN is discontinuing operations due to resource limitations. We appreciate the commitment to energy balance that the membership has demonstrated since our inception, and encourage members to continue pursuing the mission "to connect and engage multi-disciplinary scientists and other experts around the globe dedicated to applying and advancing the science of energy balance to achieve healthier living".

December 2, 2015

Spenden und Sponsoring: Coca-Cola will Zahlungen an Forscher veröffentlichen



Donations and sponsorships: Coca-Cola wants to publish payments to researchers

The Defense of Sugary Soda That Fizzled

The Coca-Cola Company has finally been shamed into backing away from a research program that sought to deflect attention from the role of sugary soft drinks in the nation's obesity crisis.

The research was conducted by a nonprofit organization Coke helped found to emphasize exercise, not calorie-reduction, as the best way to control obesity. The organization returned a big grant to Coke early this month and announced this week that it was discontinuing operations because of "resource limitations." Coke also announced the retirement of its chief science and health officer, Dr. Rhona Applebaum, who was involved in the creation of the group, the Global Energy Balance Network.

This was a remarkable turnabout for a company that had claimed to be seeking only the best scientific evidence on obesity by financing academic studies through the network. When The Times first reported Coke's financial support of the network in August, academic scientists who led the group said the company would have no control over what they studied or reported. However, it is clear from emails obtained by The Associated Press that Coke was instrumental in shaping the group and its agenda.

Dr. Applebaum and other Coke executives helped pick

the group's leaders, create its mission statement and design its website. Dr. Applebaum said the group would "inject sanity and reason" into the debate over the causes of obesity. In one of the disclosed emails, the group's president, a professor at the University of Colorado, told a Coke executive: "It is not fair that Coca-Cola is singled out as the #1 villain in the obesity world." He added, "I want to help your company avoid the image of being a problem in people's lives and back to being a company that brings important and fun things to them."

Early this month the University of Colorado returned a \$1 million gift it had received from Coca-Cola as seed money to establish the network. The University of South Carolina plans to keep about \$500,000 that it got from Coke. The public should cast a skeptical eye on any research supported by that money.

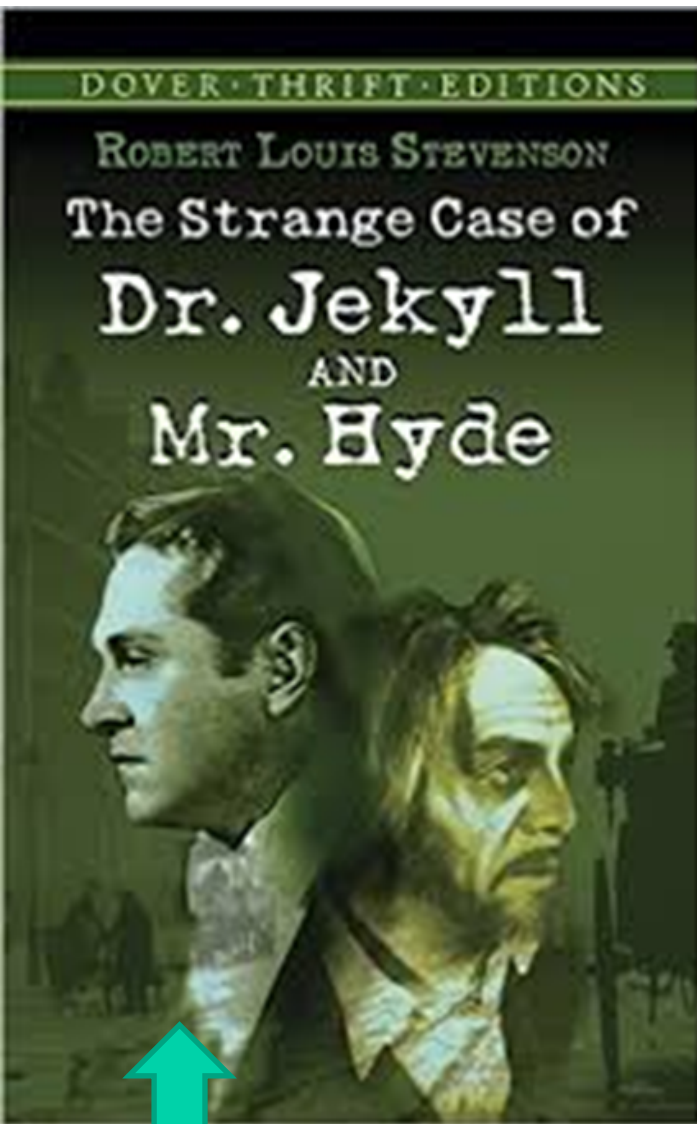
Another email showed Coke expressing hopes that the group would "quickly establish itself as the place the media goes to for comment on any obesity issue." That would have put a scientific veneer on what amounted to a marketing campaign by the company with the help of academic scientists. Fortunately, the facts have come out, and the marketing campaign has turned into a public-relations nightmare.

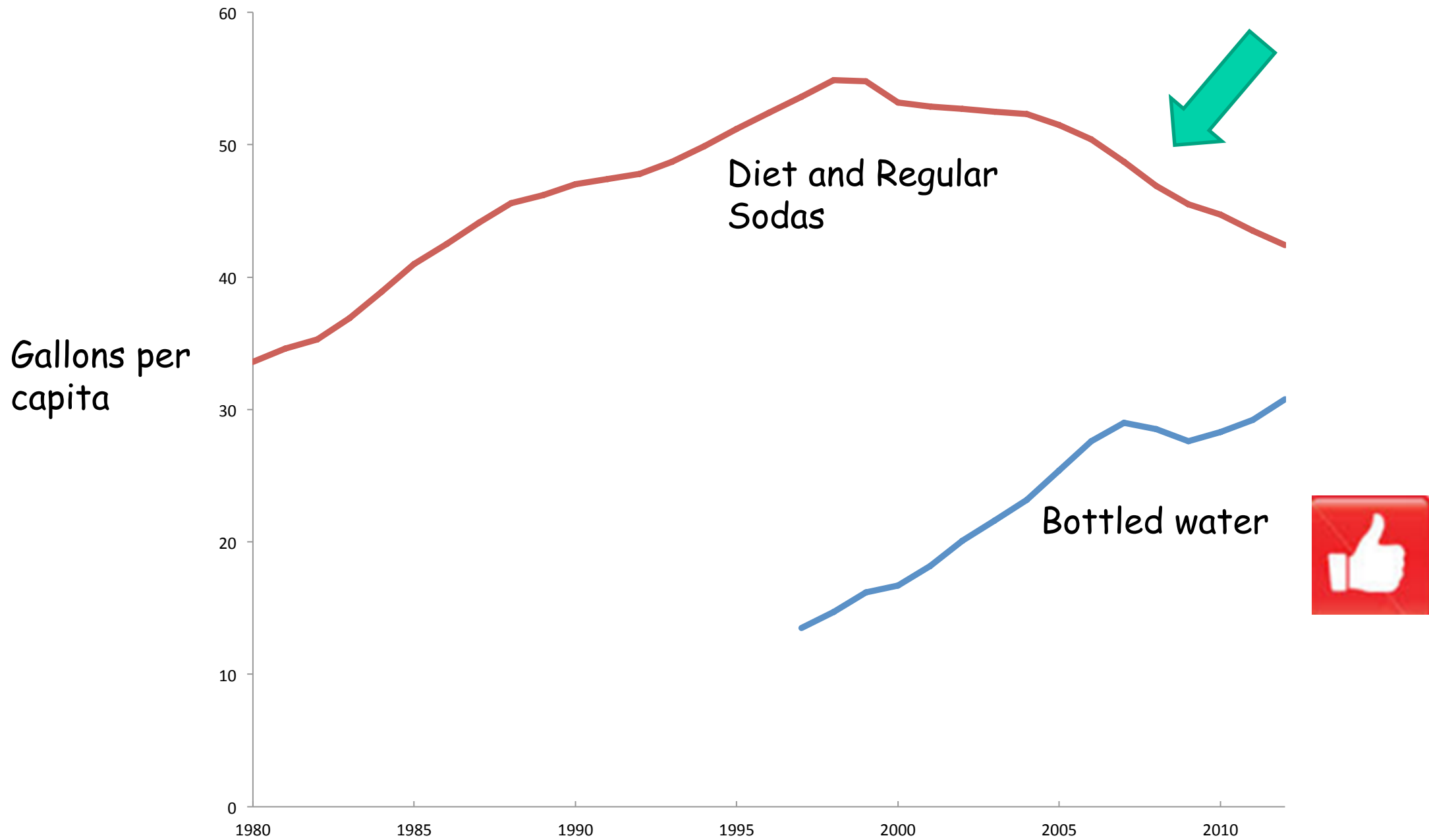
Editorial, New York Times, December 5, 2015

New York Magazine
December 2015



Desperate-to-please
emails to their corporate
masters surface from
Coke-funded **obesity**
“**researchers.**”





In North America, sparkling transactions increased 2%.

This is due to our **increasingly popular smaller package sizes**, such as our

7.5 oz mini-cans

which grew volume
double digits.

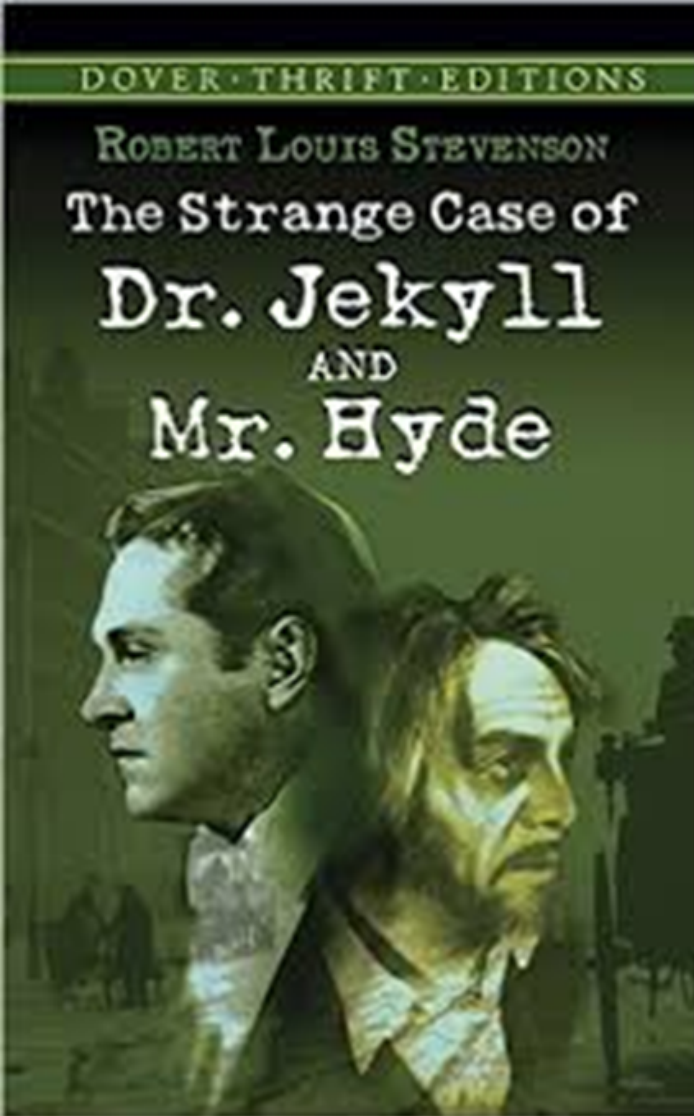


Happiness now served in mini size.
new *Coca-Cola* mini

90
calories
per can



Coca-Cola

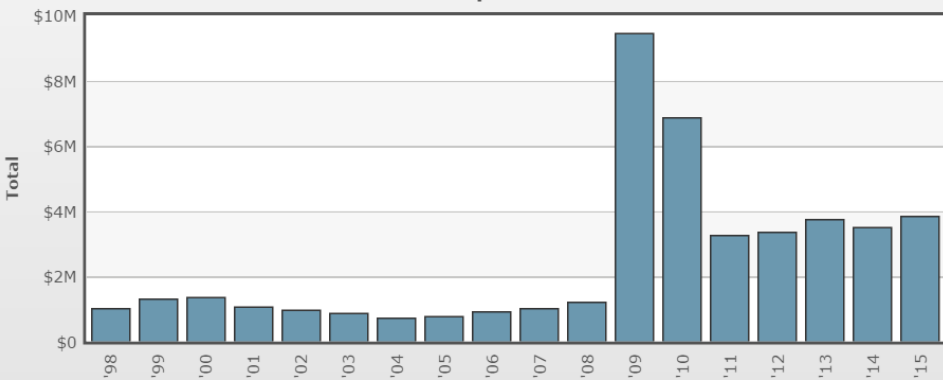


Big Tobacco/Big Food		
	<u>Tobacco</u>	<u>Big Food</u>
Front Groups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Preemption	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Buying Friends	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Buying Politicians	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
National Strategy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cross-Issue Opposition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product: Not Necessarily Fatal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

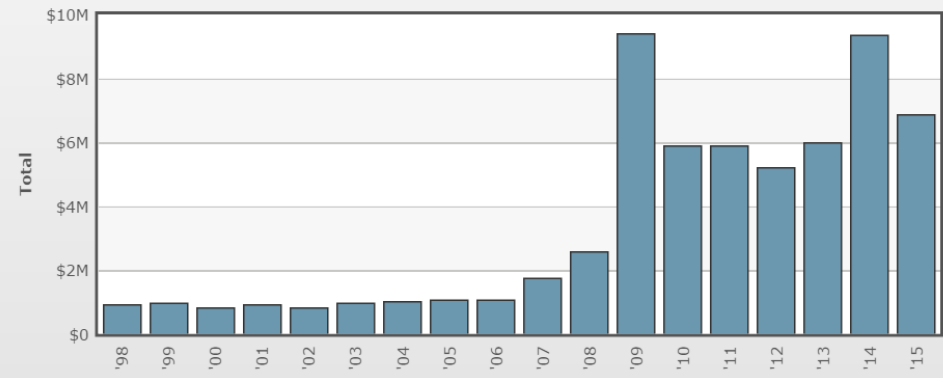


©Joe Mohr

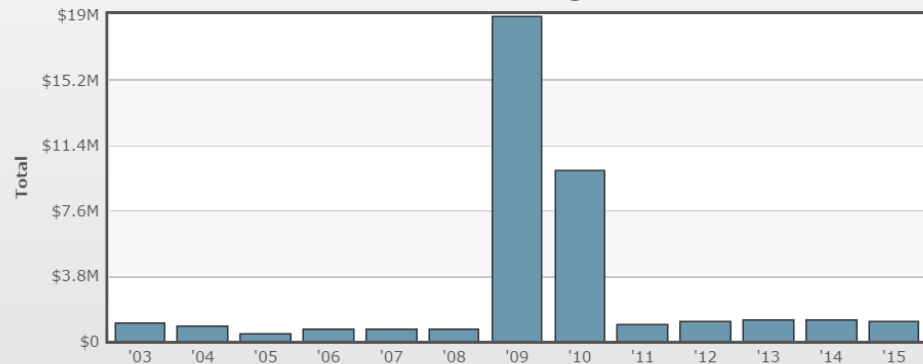
Annual Lobbying by
PepsiCo Inc



Annual Lobbying by
Coca-Cola Co



Annual Lobbying by
American Beverage Assn



By **BRIAN MONTOPOLI** / CBS NEWS / May 12, 2009, 3:40 PM

Senate Considers Federal Tax On Soda

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(AP)

The Senate Finance Committee today is hearing proposals on how to pay for President Obama's proposed universal health care plan, which is expected to cost more than \$1 trillion. Among the proposals, as [Consumer Affairs reports](#): A three-cent tax on sodas as well as other sugary drinks, including energy and sports drinks like Gatorade. Diet sodas would be exempt.

MAYOR PLANNING A BAN ON BIG SIZES OF SUGARY DRINKS

16 FLUID OUNCES AS LIMIT

Anti-Obesity Push From
City Would Affect a
Range of Vendors

By MICHAEL M. GRYNBAUM

New York City plans to enact a far-reaching ban on the sale of large sodas and other sugary drinks at restaurants, movie theaters and street carts, in the most ambitious effort yet by the Bloomberg administration to combat rising obesity.

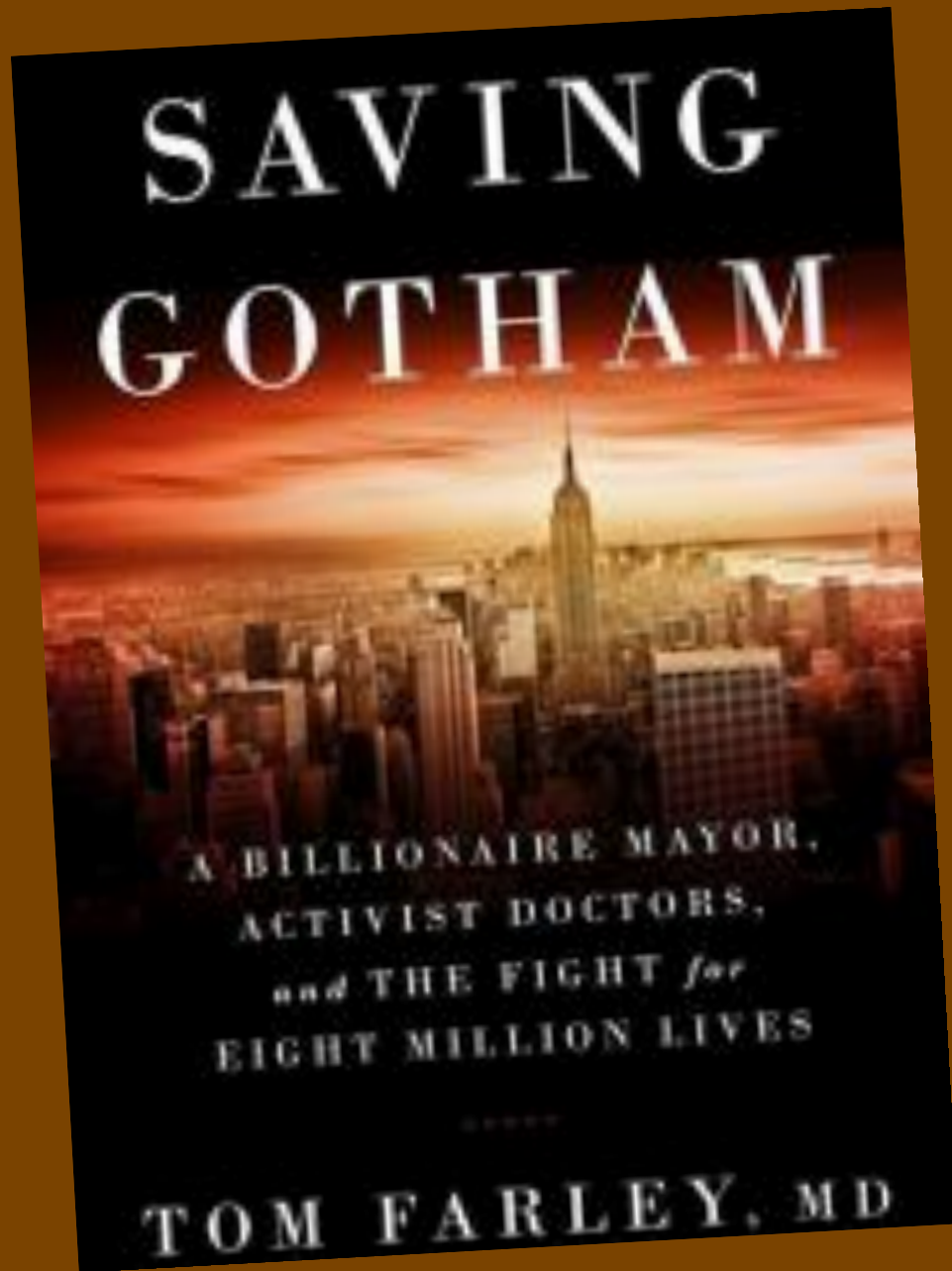
The proposed ban would affect virtually the entire menu of popular sugary drinks found in delis, fast-food franchises and even sports arenas, from energy drinks to pre-sweetened iced teas. The sale of any cup or bottle of sweetened drink larger than 16 fluid ounces — about the size of a medium coffee, and smaller than a common soda bottle — would be prohibited under the first-in-the-nation plan, which could take effect as soon as next March.

The measure would not apply to diet sodas, fruit juices, dairy-based drinks like milkshakes, or alcoholic beverages; it would not extend to beverages sold in grocery or convenience stores.



CAP

May 30, 2012



NYC Public Health Initiatives

- Ban cigarettes in restaurants
- Ban trans-fats
- Require menu labeling
- Tax sodas
- Remove sodas from SNAP
- **Cap "ban" soda sizes**
- Put warning labels on high-salt foods

**PORTIONS HAVE GROWN
SO HAS TYPE 2 DIABETES, WHICH
CAN LEAD TO AMPUTATIONS**

2012

THEN

NOW

CUT YOUR PORTIONS. CUT YOUR RISK.

» Call 311 for your Healthy Eating Packet

Made possible by funding from the Department of Health and Human Services.
©2012 New York City Department of Health and Mental Hygiene.

NYC
Health

Michael R. Bloomberg
Mayor
Thomas Farley, MD MPH
Commissioner

Are soda and sugar -
sweetened beverages
driving obesity?

Not according
to the facts.

FACT: According to CDC data, sugar-sweetened beverages make up just 7% of the average diet.


FACT: According to CDC data, added sugar from soda has declined 39% since 2000. And sugar-sweetened beverages are not the No. 1 source of added sugars in our diets – food is.

FACT: According to the Beverage Marketing Corporation, there has been a 23% reduction in the average calories per serving from beverages sold between 1998 and 2010.

The facts make it clear – beverage calories and added sugars have decreased for more than a decade, while the CDC reports obesity rates continue to climb. America's beverage companies have been doing our part to help curb obesity by offering more products in smaller portion sizes and lower or no calories. And while New York City had its own school program, our industry's efforts in New York State and across the country have led to 88% fewer beverage calories in schools overall. For more information, visit letsclearitup.org

- Attack the science

- Defend self-regulation



The image shows three individuals in uniform (Coca-Cola, Dr Pepper, and Pepsi) pushing carts filled with various low-calorie beverages (juices, teas, and waters) in front of a school building. The Coca-Cola person is on the left in a red shirt, the Dr Pepper person is in the middle in a white shirt, and the Pepsi person is on the right in a blue shirt. Each cart is labeled with its respective brand and contains multiple rows of small bottles of beverages. The background is a large, multi-story school building with many windows and an American flag flying in front.

**Together, we've reduced
beverage calories in schools by 88%.**

America's beverage companies have teamed up to remove full-calorie soft drinks from schools. And we've replaced them with lower-calorie and small portion-sized options like juices, teas and waters — reducing beverage calories by 88%.* Together with schools, we're helping kids make more balanced choices every day. Learn more at Ameribev.org.

*Data compiled and analyzed by King's College London Research Ltd.

The Coca-Cola Company DR PEPPER SNAPPLE PEPSICO AMERICAN BEVERAGE ASSOCIATION

The Nanny

You only thought you lived in the land of the free.



Bye Bye Venti

Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?



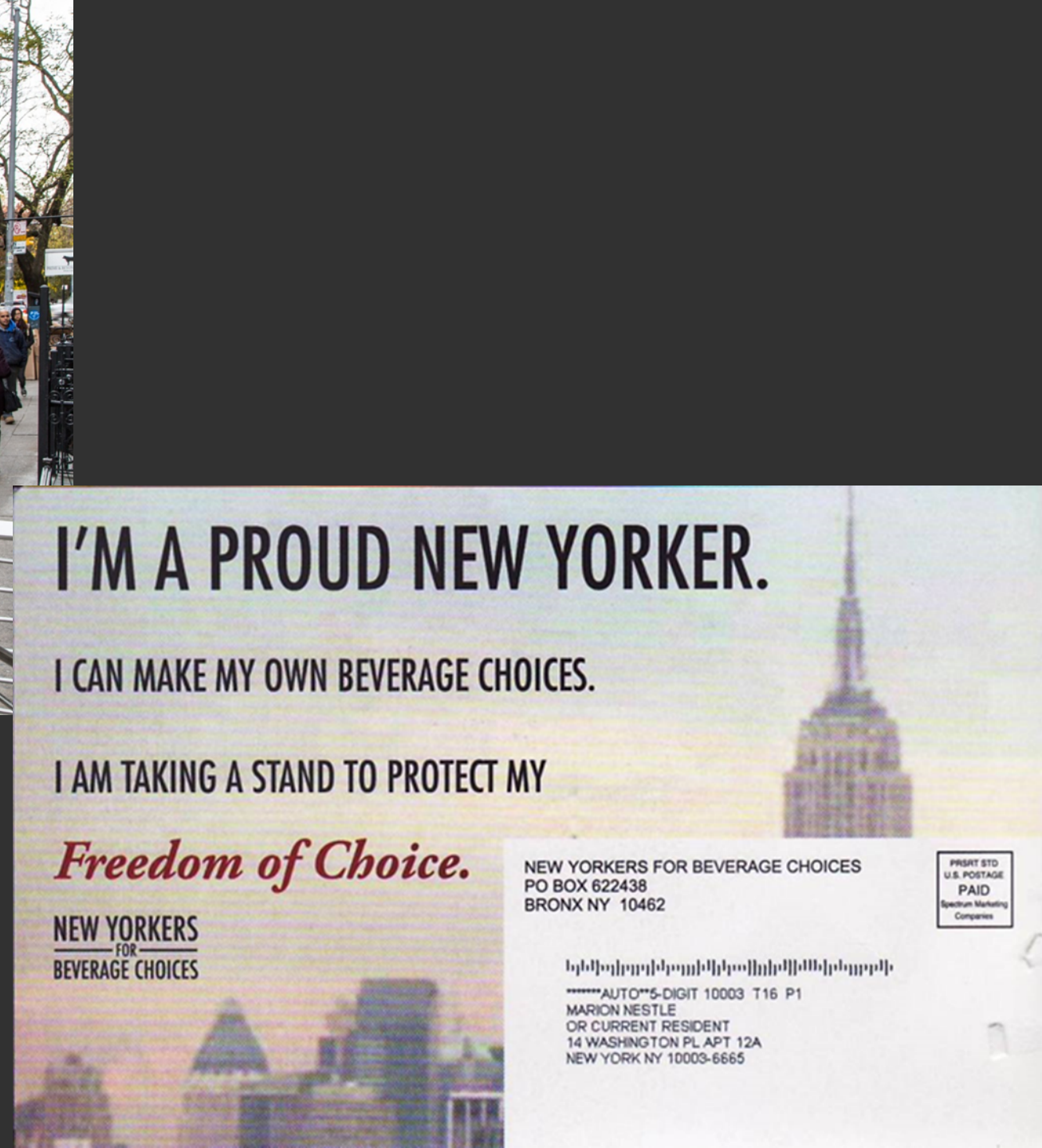
New Yorkers need a Mayor, not a Nanny.

Find out more at ConsumerFreedom.com

- Attack the critic



- Social media
- Radio and TV ads
- Airplane banner
- Tee shirts
- Movie marquee ads



Fighting Soda Rule, Industry Focuses on Personal Choice

By MICHAEL M. GRYNBAUM

Lobbyists from Coca-Cola and other big soda companies have met with mayoral candidates and City Council members. Canvassers hired by the beverage industry are stopping New Yorkers on the street to solicit signatures on petitions. Facebook and Twitter pages tell readers to “say no to a #sodaban.”

Confronting a high-profile attack on its fizzy products, the American soft-drink industry is beginning an aggressive campaign to fight New York City’s proposed restrictions on large servings of sugary drinks.

Hoping for a debate about freedom, not fatness, the industry has created a coalition called New Yorkers for Beverage Choices to coordinate its public relations efforts in the city. On Thursday, the group introduced its first radio spot, a one-minute advertisement featuring “Noo Yawk”-accented actors proclaiming, “This is about protecting our freedom of choice.”



ERIC MICHAEL JOHNSON FOR THE NEW YORK TIMES

“This is New York City; no one tells us what neighborhood to live in or what team to root for,” says the narrator, as Yankees and Mets fans shout in the background. “So are we going to let our mayor tell us what size beverage to buy?” Adds one Brooklyn-tinged voice: “It’s unbelievable!”

The charge is being led by the industry’s leading trade group, the Washington-based American Beverage Association, which has retained several powerhouse political consultants for the cause, including the strategists responsible for the “Harry and Louise” television advertisements that helped defeat

A campaign by the soft-drink industry includes canvassers trying to sway public opinion against Mayor Michael R. Bloomberg’s proposal to ban large servings of sugary drinks.

President Bill Clinton’s health care plan in the 1990s.

The beverage association would not disclose its budget for the New York campaign, but Eliot Hoff, a spokesman for the coalition, said it was “prepared to utilize whatever resources are necessary.”

The city has also waged a campaign to influence public opinion. Since 2009 it has run five waves of advertising, in subways, in print, on the Internet and on television, linking soda consumption to obesity. The campaign has cost \$2.8 million, city officials said, of which 87 percent was financed by the federal government.

The battle is a consequential one for the soda industry, which is on the defensive as public health officials increasingly cite sweetened beverages as a major contributor to America’s runaway obesity rate. The industry has already committed tens of millions of dollars to

Continued on Page A12

Soda Industry Sues to Stop Bloomberg's Sales Limits

By MICHAEL M. GRYNBAUM

Published: October 12, 2012

New York's battle on big sodas is heading to the courtroom.

 [Enlarge This Image](#)



Chang W. Lee/The New York Times

The New York City Board of Health approved a ban on the sale of large sodas and other sugary drinks last month.

The American soft-drink industry, joined by several New York restaurant and business groups, filed a lawsuit on Friday that aims to overturn [restrictions](#), proposed by Mayor Michael R. Bloomberg and approved by the Board of Health, on sales of large sugary drinks at many dining locations in the city.

The suit, filed in State Supreme Court in Manhattan, contends that the Board of Health did not have the authority to pass the new rule which limit the size of sweet drinks to 16 ounces or less at restaurants, street carts, and entertainment and sports

COURT HALTS BAN ON LARGE SODAS IN NEW YORK CITY

MAYOR VOWS TO APPEAL

Limits Called 'Arbitrary'
by State Judge Were
to Begin Today

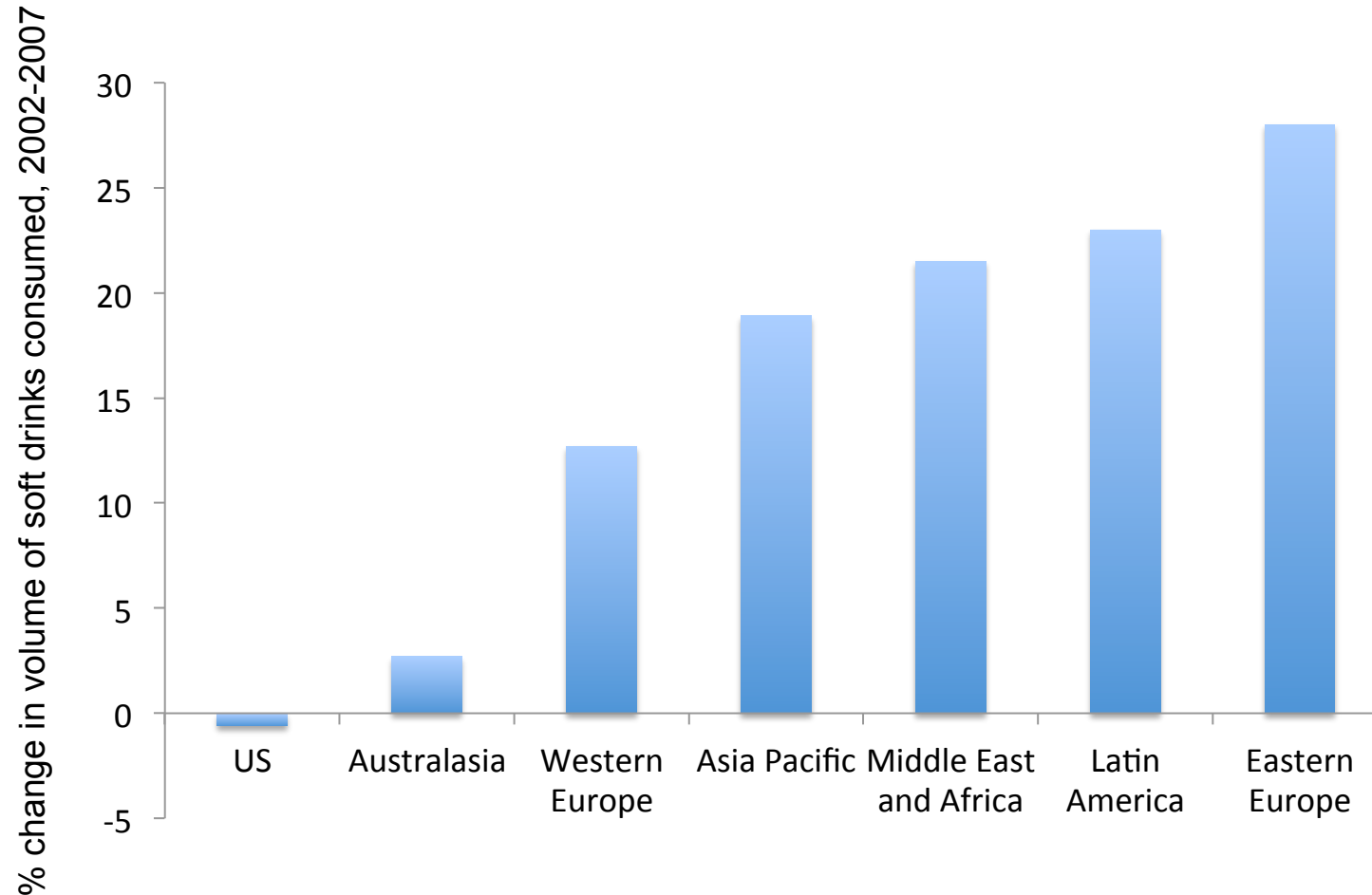
By MICHAEL M. GRYNBAUM

A judge struck down New York's limits on large sugary drinks on Monday, one day before they were to take effect, in a significant blow to one of the most ambitious and divisive initiatives of Mayor Michael R. Bloomberg's tenure.

In an unusually critical opinion, Justice Milton A. Tingling Jr. of State Supreme Court in Manhattan called the limits "arbitrary and capricious," echoing the complaints of city business owners and consumers who had deemed the rules unworkable and unenforceable, with confusing loopholes and voluminous exemptions.

Global Trends

Change in Total Volume of Carbonated Soft Drinks Consumed
Between 2002 and 2007



**Euromonitor. Global soft drinks: finding value in carbonates.
London: Euromonitor, 2008**

India Has 1.2 Billion People But Not Enough Drink Coke

By NIKHIL GULATI
AND RUMMAN AHMED

NEW DELHI—Coca-Cola Co.'s Chief Executive Muhtar Kent said the company and its bottling partners will invest \$5 billion in India by 2020 as it looks to raise its presence in one of its fastest-growing emerging markets.

"We think there's potential here," Mr. Kent said Tuesday during a visit to India, adding that the company wants "to stay ahead of the curve" in the country.

India, a country of 1.2 billion people, remains one of the last big frontiers for the Atlanta-based beverage giant. As Mr. Kent pointed out, Indians on average consume only 12 eight-ounce bottles of Coke a year compared with 240 in Brazil and 90 bottles globally.

For India, Coca-Cola's optimism on the country is a rare bit of good news at a time when foreign businesses have soured on the country for policy flip-flops, including plans to retroactively tax deals involving overseas investors.

Coca-Cola's investment of \$5 billion marks an increase on plans announced late last year to



Coke will spend \$5 billion in India. Above, a roadside cart in New Delhi.

invest \$2 billion in India over the next five years. The company plans to spend the money increasing capacity at its Indian bottling unit and at its 13 bottling franchisees, expanding distribution and brand building.

Mr. Kent's bullishness comes despite the company's tumultuous history in India. In the late 1970s, Coca-Cola left the country after refusing to partner with an Indian company and hand over

Please turn to page B5

Wall Street Journal
June 27, 2012

NEWS IN BRIEF

PepsiCo to invest \$5.5bn in India by 2020: 'We've only scratched the surface of the long-term growth opportunities'

By Elaine WATSON *WSJ*, 11-Nov-2013

[Post a comment](#)



PepsiCo CEO Indra Nooyi: 'India is a country with huge potential and it remains an attractive, high-priority market for PepsiCo'

Related tags: India, Indra Nooyi, PepsiCo

Related topics: Manufacturers, Beverage, Dairy, Healthy Foods, Prepared Foods, Snacks

PepsiCo has announced plans to invest Rs. 33,000 crores (\$5.5 billion) in India by 2020 to strengthen its agricultural footprint, manufacturing capacity, R&D capability and distribution network.

Coca-Cola Starts Local Production in Myanmar

By: [The Coca-Cola Company](#) | Jun 4, 2013

- Dim
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Tags & Topics: [BUSINESS](#) [COCA-COLA STARTS LOCAL PRODUCTION IN MYANMAR](#)



Coca-Cola will reach more than 100,000 retail outlets nationwide over the next six months.



Beverage
daily.com

Breaking News on Beverage Technology & Markets

PepsiCo and Suntory unite to crack Vietnam's beverage market

By Ankush Chibber, 25-Oct-2012

Related topics: Financial, Emerging Markets

Beverage major PepsiCo has taken a major step towards cracking the growing Vietnam market by signing a strategic agreement with Japanese beverage and wellness player Suntory.

The move will see Suntory acquire a 51% stake in PepsiCo's Vietnam beverage

Vietnam, where it enjoys a

n of a management team made up
serve as the bottler for both

PepsiCo's existing position in Vietnam
arket.

Bloomberg

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SUSTAIN

Coca-Cola to Invest More Than \$4 Billion in China From 2015-2017

By Bloomberg News - Nov 7, 2013 11:00 AM ET



2 COMMENTS

QUEUE



Coca-Cola Co. (KO), the world's largest beverage company, plans to invest more than \$4 billion in China from 2015 to 2017 as it builds factories and adds new products to meet demand and counter rising competition.

The Atlanta-based company is also open to acquisitions in China and may consider deals with complementary businesses, such as makers of juices or plant-protein drinks like almond milk, David Brooks, president of Coca-Cola's Greater China and Korea business unit, said in an Nov. 6 interview in Shanghai.



"You will see an absolute increase in investment on an annual basis and on a three-year basis," Brooks said, commenting on the company's future plan for China. Coca-Cola is investing \$4 billion in the country for 2012-2014.



Bangkok
2015

Allie Wist, photo

BUSINESSDAY

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Coca-Cola raises African investment to \$17bn

August 15, 2014 | Filed under: Company News | Author: Josephine Okoje

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Coca-Cola plc, one of the biggest non-alcoholic beverage companies in the world, has pledged to invest \$5 billion in Africa over the next six years. This amount is meant to cover manufacturing capacity, sustainability initiatives and create jobs in Africa.

This new fund has raised the total investment commitment of Coca-Cola to \$17 billion in Africa. This is in addition of the \$12 billion Coca-Cola had already promised to invest in Africa from 2010 – 2020.

These investments are expected to have an impact on the African continent by creating more jobs, empowering the female population and providing access to safe drinking water through its corporate social responsibility to the continent.

Muhtar Kent, CEO of Coca-Cola, says the company is targeting Africa's growing middle-class, whom he says spends more money on high-end soft drinks and juices, "even as we see tremendous growth potential in Africa, we know that the strength and sustainability of our business are tied directly to the strength and sustainability of the African communities we proudly serve."



\$29 billion
2010-2020

"Targeting Africa's growing
middle class..."

Not-so-secret ingredient: SUGAR

Secret ingredient: TAR SANDS

www.oma.org

Ontario Medical Association
 @Ontariosdoctors

OMA
ONTARIO MEDICAL ASSOCIATION

WARNING: Soda, sports & juice drinks can lead to childhood obesity and type 2 diabetes.

Water: The healthiest choice

ChooseHealthLA.com

#choosewater

Funded by First 5 LA

#SodaKills

#OurVoiceNYC

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Pecaminoso

Malvado

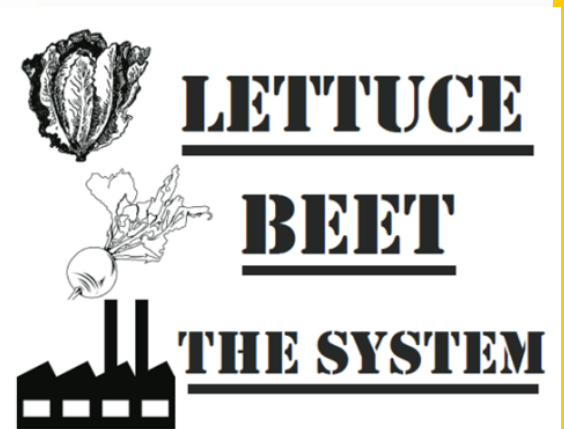
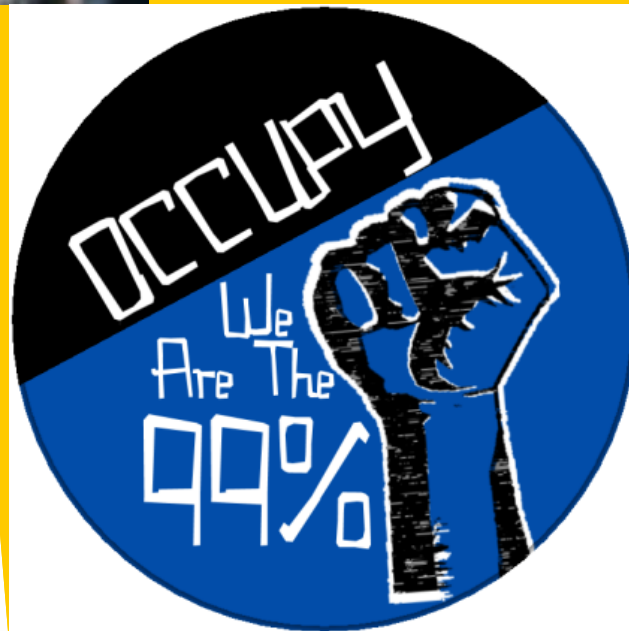
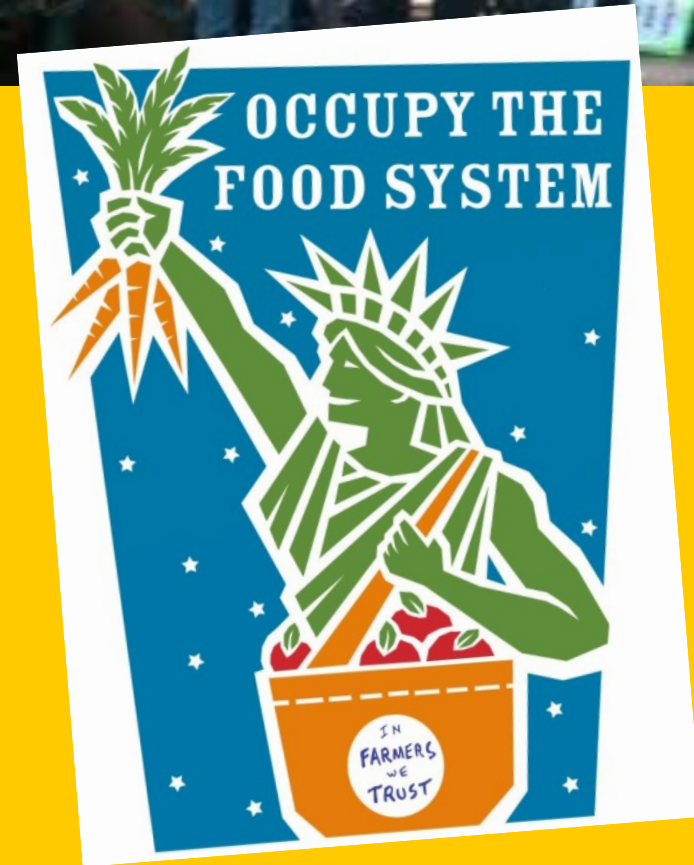
Inmoral

Criminal

Malicioso

Image by Greensmoke

www.KillerCoke.org



2.27.12: GLOBAL DAY OF ACTION

OCCUPY OUR FOOD SUPPLY

END CORPORATE EXPLOITATION OF OUR FOOD SYSTEMS.





76%

VICTORY!
YES ON **D**

Silhouettes of people celebrating, with one person holding a sign that says "D".

Berkeley vs. Big Soda

Mexican soda tax cuts sales of sugary soft drinks by 6% in first year

Anti-obesity campaigners now want levy on drinks such as Coca-Cola doubled, in line with experts' recommendations

Sarah Boseley
Health editor

Thursday 18 June 2015
10.00 EDT



Shares Comments

665 5

Save for later



A Coca-Cola sign in Mexico City. Photograph: Alamy

Mexico may scale back soda tax

Mexico's lower house votes to slash tax on sugary beverages, even as campaign to fight obesity starts to show results

October 28, 2015 12:45PM ET

by [Marisa Taylor](#) - [Twitter](#) @marisahtaylor

Mexico became the first country in the world to tax sugary drinks in 2014 in an effort to fight obesity, but now the country is backtracking on the campaign just as it is starting to show results.

Mexico's lower house of Congress last week approved a proposal to cut the country's tax on sugar-sweetened beverages by 50 percent in drinks that have less than five grams of sugar per 100 milliliters.

Mexico's congress accused of caving to soda pop industry in tax cut plan

Research suggests tax on sugar-sweetened beverages introduced in January 2014 helped reduce soda consumption amid child obesity and diabetes crises



alianza por la salud alimentaria



MEXICAN LEGISLATORS VOTE FOR HEALTH

- Public statement from the Nutritional Health Alliance -

As member organizations of the Nutritional Health Alliance (*Alianza por la Salud Alimentaria*) we applaud the decision of the Mexican Senate and the ratification of the Chamber of Deputies to sustain Mexico's national sugar-sweetened beverage tax, especially when the initiative to reduce this tax would mainly affect children, since products with added sugar that soda companies strategically target to children would have benefitted from this initiative.



November 3, 2015

Sugar
The long read

How one of the most obese countries on earth took on the soda giants

As debate rages about whether to introduce a sugar tax, this is the story of how Mexico defied its own powerful fizzy drinks industry to impose a tax on soda



‘Coca-Cola controls 73% of the Mexican fizzy drinks market, compared with only 42% in the US.’ Photograph: Alamy



Tina Rosenberg

 @tirosenberg

Tuesday 3 November 2015 01:00 EST

Mexicans love their soda. Construction workers go to their jobs in the early morning clutching giant two-litre or even three-litre bottles. Babies in strollers suck on bottles filled with orange soda. In the [highlands of Chiapas](#), Coca-Cola is considered to have magical powers and is used in religious rites.

Advertisement



alianza por la salud alimentaria



Alejandro Calvillo
El Poder del Consumidor



Mike Bloomberg @MikeBloomberg

31 Oct

I applaud @EPN and the Mexican gov't for taking action to protect public health and combat obesity.

Expand

Reply Retweet Favorite More



NOV 20, 2015 @ 12:59 PM 56 VIEWS

San Francisco State University Pouring Rights Contract Fizzles After Student Protests



Nancy Fink
Huehnergath
CONTRIBUTOR

I examine the impact of
our food environment and
food policy.

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Forbes Contributors are
their own.



SF State students protest the university's proposed pouring rights contract with Pepsi or Coca-Cola. Photo courtesy of Open Truth.

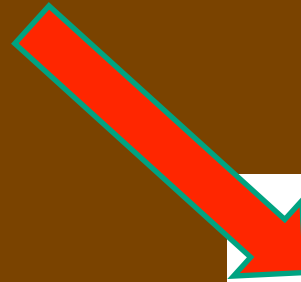


"After listening carefully to the concerns and information I received from our students, faculty and staff, I have decided not to move forward with the process of establishing a partnership with a beverage company."

-- SF State president Les Wong

Food Movement: Critique

- No real power
- Diffuse, competes for scarce resources
- Consumption, not systems change
- Elitist, perpetuates inequities
- Produces no lasting change



Let's give credit to the food movement for:

- Better food everywhere
- More farmers' markets, CSAs
- More organic food
- More urban farms
- More young farmers
- Better school food
- "Cleaner" foods, products
- Less soda consumption
- More food studies programs







Agriculture Policy

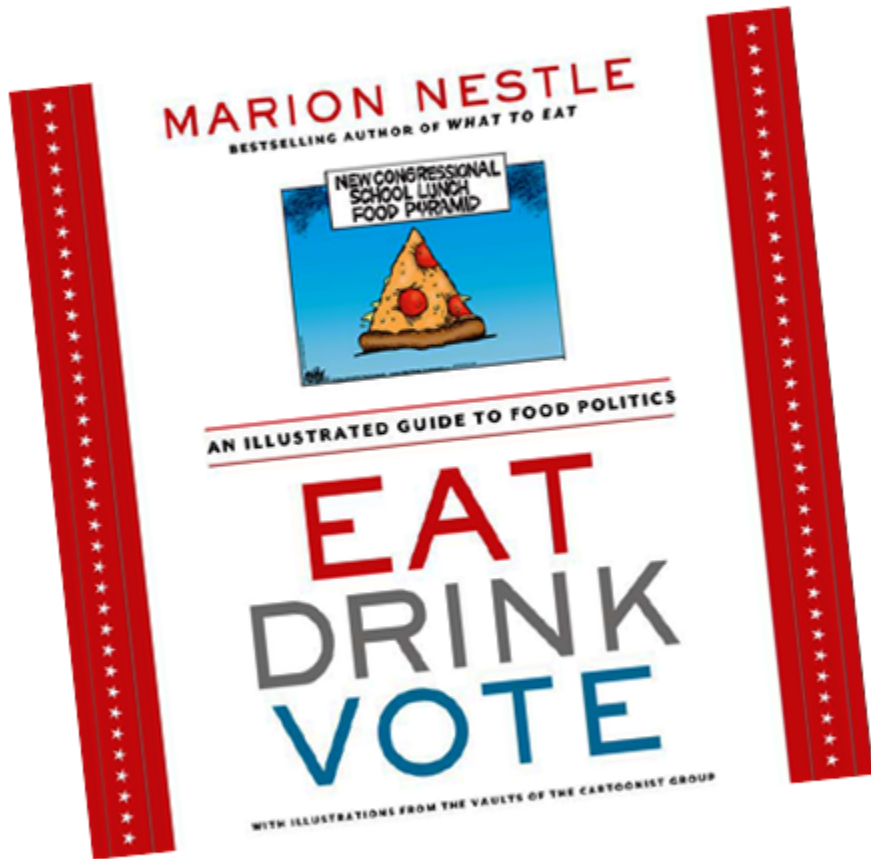
- Sustainability
- Organic
- Local
- Food safety
- The farm bill
- Farm workers



Public Health Policy

- Neighborhood access
- Schools
- Safety net
- Marketing to kids
- Restaurant workers
- Taxes and size caps
- Campaign funding laws
- Wall Street
- Corporate accountability





VOTE



Vote with your fork.
Even better, vote with your vote!

