



# Balance Calories Initiative

## America's leading beverage companies are working together to reduce sugar in the American diet

In 2014, **The Coca-Cola Company**, **Keurig Dr Pepper** and **PepsiCo** joined forces in a landmark agreement to decrease beverage calories in the American diet. Working alongside the Alliance for a Healthier Generation, the beverage industry set a goal to reduce beverage calories consumed per person nationally by 20% by 2025 and the actions they are taking are having a real impact.

### We're leveraging the industry's power of innovation to offer more beverage choices with less sugar

From reformulating products to creating new ones to developing smaller sizes, we're exploring all paths to bring consumers more choices.

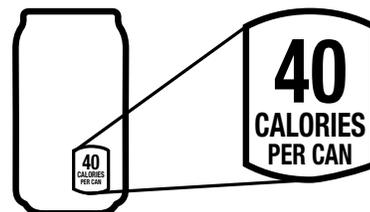
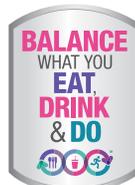


### We're using our marketing expertise and distribution network to drive availability and demand for zero sugar and reduced sugar beverages

Through national and local marketing efforts, we are increasing access to more beverage choices and supporting families in reducing their sugar and calories from beverages.

### We're promoting calorie awareness and balance on point-of-sale equipment nationwide to help consumers make informed choices

On more than 3 million vending machines, self-serve fountain equipment and retail coolers, consumers see clear calorie counts and messages that encourage them to consider calorie balance when making their choices.



America's leading beverage companies are harnessing their innovation, marketing and distribution capabilities to bring consumers more choices, smaller portions and less sugar.

**Today, 55% of our beverages sold have zero sugar.**

|                         | <i>The Coca-Cola Company</i>   | <b>Keurig Dr Pepper™</b>  |   |
|-------------------------|--|---|--|
| <b>More Choices</b>     | Coca-Cola has <b>250 beverages</b> that are low-and-no calorie options.        | Keurig Dr Pepper has <b>158 products</b> that have 40 calories or less.                               | PepsiCo has over <b>75 beverages</b> with zero sugar, which includes over <b>115 new products</b> added since 2014, and over <b>300 beverages</b> with 100 calories or less per 12 oz serving. |
| <b>Smaller Portions</b> | <b>60%</b> of Coca-Cola's US brands are now offered in <b>7.5 oz or less</b> . | In 2020, Keurig Dr Pepper saw sales of smaller size options <b>grow over 50%</b> from the prior year. | PepsiCo is offering more options including <b>7.5 mini cans</b> , <b>16 oz value cans</b> and <b>12 oz sleek cans</b> for consumers who want a little less.                                    |
| <b>Less Sugar</b>       | Cola-Cola Zero has <b>zero calories</b> and <b>zero sugar</b> .                | Bai has grown by <b>\$241 million</b> in sales over the last five years.                              | G, G2 and G Zero offer <b>three calorie choices</b> all with the same electrolytes.  |

We believe the key to success is the collaboration between beverage companies, public health groups and trusted local voices nationally and locally.

We've partnered with the **Alliance for a Healthier Generation** to help us reach our voluntary, long-term commitment of creating a healthier nation by changing how Americans buy and consume our products.



We've **invested locally in communities across the country** — from Eastern Los Angeles to the Mississippi Delta — to learn what works when it comes to creating more balanced communities.