

OBJECTIVES

1. To raise awareness about sugar and its impact on our health.
2. To comment and discuss the tax on sugary beverages:
 - products affected, amount and justification;
 - consequences (industry and consumer);
 - possible application to other beverages and foods.

HEALTH REASONS

- Consumption of added sugars is implicated in increased risk of chronic diseases including obesity, diabetes and cardiovascular diseases.
- By drinking one sugary beverage a day, a child is 60% more likely to be overweight or obese.

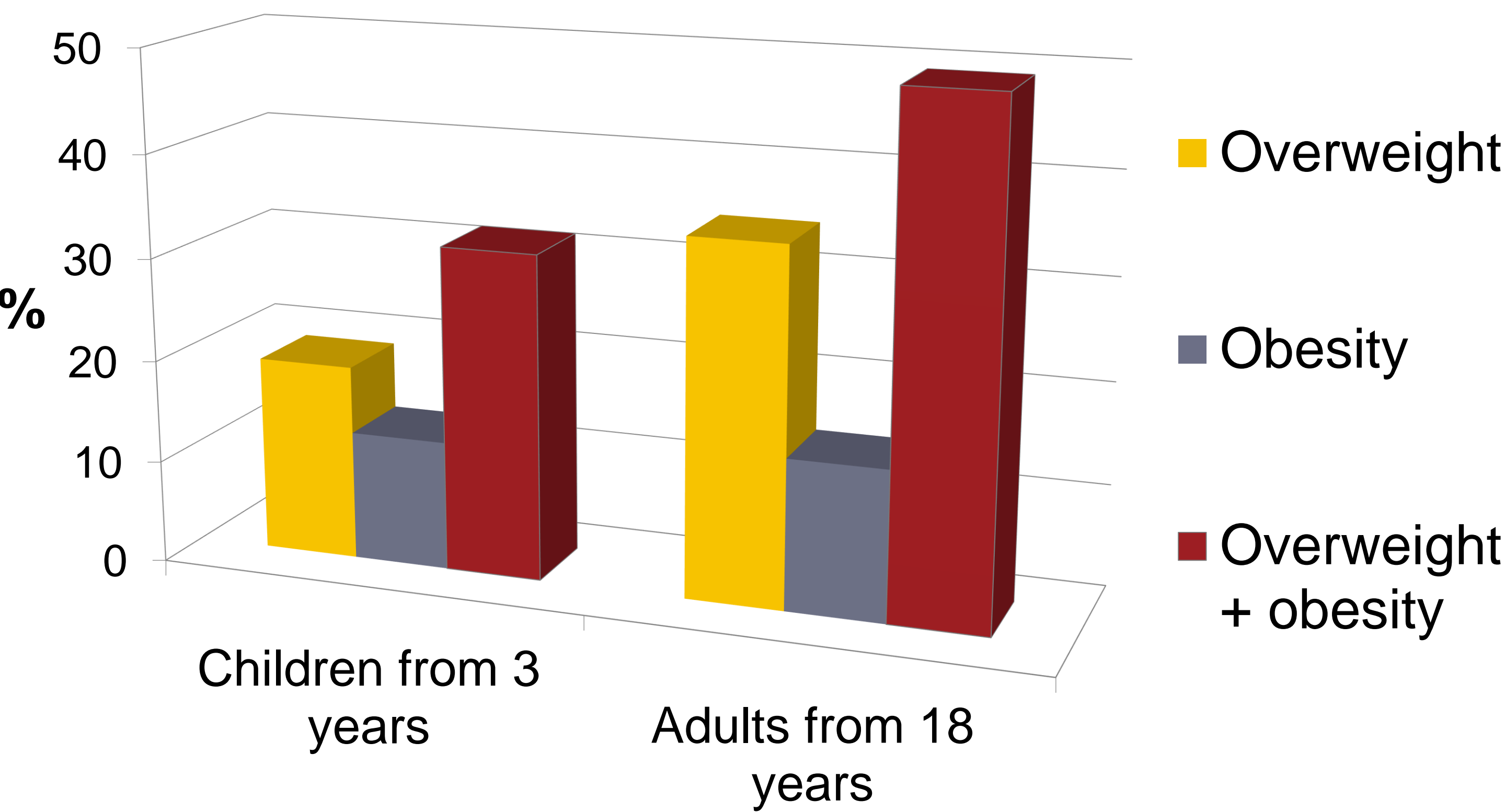


Figure 1. Overweight and obesity in Catalonia (edited figure, from Garcia *et al.* 2016. *Document tècnic de l'ESCA. Període 2011-2016.* Dept. Salut, Barcelona)

Table 1. How much sugar does what we drink contain? (own elaboration)

Beverage	g sugars/unit	no. lumps/unit (1 lump = 4 g)
Coca-Cola 330 mL	35	
Fanta orange 330 mL	15	
Tonic Schweppes 250 mL	21	
Aquarius 330 mL	~ 21	
Nestea lemon 330 mL	~ 24	
Red Bull 250 mL	~ 28	
Orange nectar Granini 200 mL	21	
Tiger nut milk Chufi 200 mL	21	

CONCLUSIONS

- WHO recommends to reduce the daily intake of sugars to less than 10% of total energy intake. Do we really do?
- Tax on sugary beverages helps to reduce their consumption and prevent obesity.
- Maybe, the tax should be also applied to other sugary products.

TAX

Depending on sugar content:

- 0,08 €/L when containing 5-8 g sugar/100 mL
- 0,12 €/L when containing > 8 g sugar/100 mL

Taxed beverages:

- Soft drinks, carbonated or not
- Fruit nectars and beverages from fruit juices
- Tea and coffee beverages
- Isotonic and energy drinks
- Sugary milks, alternatives to milk, milk shakes and milk+fruit juice drinks
- Vegetable “milks”
- Flavoured waters

INDUSTRY

- “Substitution effect”: decrease in sales of sugary beverages replaced by increase in consumption of *light* / *zero* and other types of beverages.

CONSUMER

- A decrease in sugary beverage consumption of 22% has led to an intake of 107 calories less per person.