

Stories from the front:



HEALTH & WELL-BEING in the FOOD & BEVERAGE SECTOR

Diana Geraghty
Origin Green Ambassador



The Media – Print, Electronic and New Age (Social) Media

OBESITY

SWEETENERS

TOO MUCH SALT

ARTIFICIALITY

THE SUGAR DEBATE

INGREDIENT SAFETY AND QUALITY

theguardian

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Life & style Health & wellbeing

The truth about obesity: 10 shocking things you need to know

As a nation we are getting fatter to the point of crisis. But why? And what are the implications? For starters, it's hard to treat after the age of five and is bankrupting the NHS



Sarah Boseley
The Guardian, Monday 23 Jun
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THE WALL STREET JOURNAL.
WORLD CUP 2014 »
BUSINESS
Less Salt, Same Taste? Food
McDonald's, Boston Market, Kraft Are Under

The Telegraph

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New sugar limits can be breached by a bar of chocolate

New proposed recommendations to tackle Britain's love of sugar will mean one bar of chocolate will take many people



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Between high fructose corn syrup and artificial sweeteners, you can't win the weight battle

The Coca-Cola Company Beverage Portfolio



- 3rd most valuable brand
- Largest beverage company
- 17 Billion Dollar Brands
- 1.9 billion servings consumed per day
- Over 3,500 drink choices around the world.
- More than 800 low- and no- calorie options (23% of their global portfolio).

Coca-Cola's Health and Well-being Global Commitments

1. Offer low- or no- calorie beverage options in every market;
2. Provide transparent nutrition information, featuring calories on the front of all of their packages;
3. Help get people moving by supporting physical activity programs in every country where they do business;
4. Market responsibly, including no advertising to children under 12 anywhere in the world.



Examples of The Coca-Cola Company's Health and Well-being Initiatives:

✓ Increase Non-Carbonated Range



✓ Increase portfolio of sports drinks and juices



✓ Innovation in carbonated range



Sweetener Innovation - Coca-Cola Life

- Across more than 15 countries, The Coca-Cola Company offer more than 45 products sweetened in whole or in part with the zero-calorie, naturally sourced sweetener stevia.
- The newest is Coca-Cola Life, a reduced calorie cola sweetened with sugar and stevia leaf extract.
- Launched in June in UK and US Markets; On shelves since 1st September



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