



Committed to Healthy Children

With the national School Beverage Guidelines, we removed full-calorie sodas from schools and replaced them with a range of lower-calorie, smaller-portion choices.

We promised America's parents that we would change the beverage mix in schools, and American Beverage Association companies - along with their school partners - have delivered dramatic and significant results.

Removing full-calorie soft drinks from schools.

- Since 2004, shipments of full-calorie soft drinks to schools have declined by 97 percent.
- Beverage calories shipped to schools have been reduced by 90 percent.

Marketing responsibly to children.

- ABA members are committed to only advertising juice, water and milk-based drinks to audiences comprised of children predominantly under the age of 12 and were among the first to sign on to the Children's Food and Beverage Advertising Initiative.
- Between 2004 and 2010, advertising to children for soft drinks decreased by 96%, while advertising increased 199% for fruit and vegetable juices.

Providing students with more choices.

- As a result of proactive industry efforts to provide more beverage choices in schools, students are now choosing nutritious and lower-calorie beverages.
- In schools, sales of bottled waters, sports drinks, 100 percent juices and diet drinks rose 36 percent, while full-calorie soft drink consumption fell by 24%.

The bottom line: We delivered on our commitment to parents and schools.

- We take our role in being part of the solution to childhood obesity very seriously, and the School Beverage Guidelines are proof of this. Our actions speak loudly.

90%
**fewer beverage
calories in schools
nationwide**

Data compiled by Keybridge Research
and published in the American Journal
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