

We're Delivering for You

America's beverage companies are delivering more choices, smaller portions, fewer calories and clearer labels across the country. Here's how:

"Clear on Calories" Label Initiative

In support of First Lady Michelle Obama's "Let's Move!" campaign, the beverage industry announced the "Clear on Calories" program to make calorie information readily available to consumers.



- We've placed a calorie label on the front of every can, bottle, and package to help consumers make the choices that are right for them.

"Calories Count" Vending Program

We're working with government leaders, food service operators, vending companies and other customers to:

- Increase availability of lower-calorie beverages in vending machines;
- Display a "Calories Count" vending snipe on the front of beverage vending machines reminding consumers to consider calories in their beverage choices with messages such as "Check then Choose" and "Try a Low-Calorie Beverage" and;
- Add calorie labels to the selection buttons on beverage vending machines to show calorie counts per beverage container.



In the Marketplace

The beverage industry makes a wide variety of beverages that can help contribute to good health, such as bottled waters, 100 percent juice, sports drinks, ready-to-drink teas and no- and low-calorie soft drinks.

- **More Choices:** American Beverage Association member companies remain engaged in developing even more beverage options to fit the ways people live.
- **Smaller Portions:** Beverages are now available in portion sizes ranging from 20-ounce bottles to 7.5-ounce cans, with several options in between.
- **Fewer Calories:** The development of more low/no calorie beverages has helped drive a 23 percent reduction in the average calories per service since 1998.

23% reduction in the average calories per serving from beverages sold between 1998 and 2010
Beverage Marketing Corporation research