

## UK to propose tax on soft sugary drinks

<http://youtu.be/I9amsrhrUaw>

### Questions

Why are soft drinks so popular?

How much of a two liter bottle of cola is sugar?

What has been banned in New York?

According to soft drinks association why is a tax on soft drinks not the answer?

### Transcript

Bright colors. Attractive packaging. And, of course, that deliciously sweet fizzy taste on the tongue. Its no wonder that soft drinks are popular the world over. But it isn't a secret that these bottles and cans contain lots of one of the most calorific substances you can put in your body.

So to get an idea of roughly how much sugar is in these drinks lets take for example a two liter bottle of a leading brand of cola. No this contains 212 grams of sugar. That's about 11 percent of its volume. To give you an idea of what this looks like ill pour it out for you. Try not to spill it. There you go.

Heath and anti-obesity campaigners in the UK are saying sugary drinks should be specially taxed. "The duty on sugary drinks is a cost effective and shown in lots of research to be an effective way of changing peoples behavior. We've an obesity epidemic in this country and we need a radical, robust and joined up government thinking."

The big apple has already taken action against big soda. Last September New York's city major Micheal Bloomsbury passed legislation banning super-sized servings of sugary drinks. Manufacturers are preparing for a global fight.



“Obesity is a serious and complex problem” says the British soft drinks association “but a tax on soft drinks, which contribute just 2% of the total calories in the average diet, will not help address it.”

“over the last ten years, the consumption of soft drinks containing added sugar has fallen by 95 while the incidence of obesity has increased by 15%.”

And Coca Cola has recently launched this TV ad in the US to try and get itself back on the right side of the debate.

Even if the proposed tax doesn't make it onto the UK statute books global attitudes towards sugary drinks are changing fast. Is this glass half full or half empty. If you work for a soft drinks company you might be wise to say the latter.

## Answers

1. Bright colors. Attractive packaging. And, of course, that deliciously sweet fizzy taste on the tongue.

2. 11 percent

3. super-sized servings of sugary drinks.

4. They contribute just 2% of the total calories in the average diet, will not help address it . . . . over the last ten years, the consumption of soft drinks containing added sugar has fallen by 95 while the incidence of obesity has increased by 15%.

