



Responsible choice





Responsible choice

UNESDA is the Union of European Beverages Associations. It represents a major part of the innovative and dynamic non-alcoholic beverages industry, uniting major producers as well as national beverage associations in 25 countries.

UNESDA and its members recognise public concerns about the health issues related to diet and physical activity. Our industry is committed to acting responsibly in the marketplace, especially as it relates to respecting the school environment and parental guidance to children. Our industry is also committed to providing a wide variety of beverages that allows the consumer to make the appropriate beverage choice at every moment of the day – including low or no-calorie beverages.

This booklet provides an overview of these two important commitments.

Please provide us with your comments and observations, as good balanced diets and more physical activity can only be achieved through concerted action, empowering consumers to make responsible choices for their physical and mental wellbeing.



Dominique Reiniche
President of UNESDA

A handwritten signature in black ink that reads "D. Reiniche".





Variety and choice

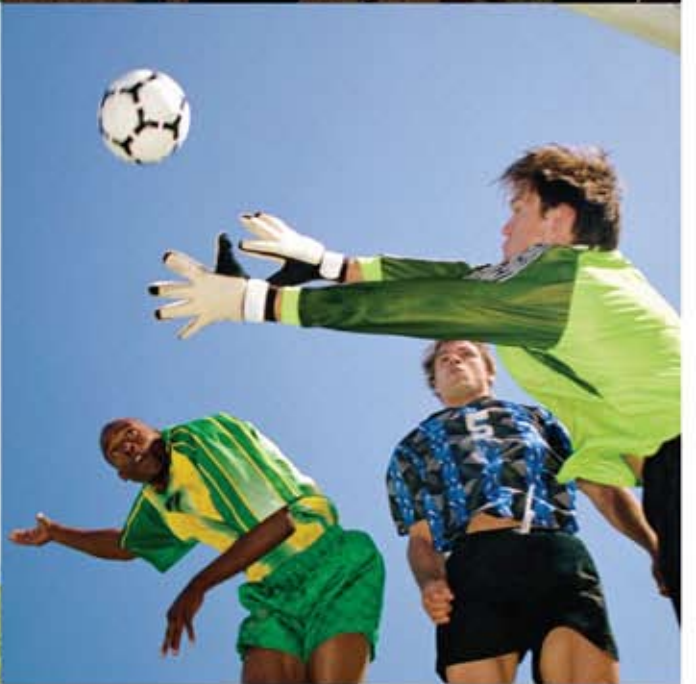
Thanks to innovation and new product development by the dynamic non-alcoholic beverages industry, consumers can now choose from an impressive range and variety of drinks offering refreshment, hydration and nutrition for every occasion and every moment of the day.

From juice or dairy based drinks, through ready to drink teas and coffees, carbonated and still drinks, flavoured drinks, sweetened drinks, to sports, energy, functional, new age and adult drinks, the offer is wide – all designed to meet the needs of today's consumers.

The choice for consumers has never been greater, with different flavours, different sweeteners, from caloric to non-caloric, caffeinated or caffeine-free, with vitamins and minerals or without, in every possible size of packaging. There are almost 2,000 different non-alcoholic beverage brands in the EU market, rising to over 9,000 different products when considering all flavours and to over 100,000 beverage options, when including sizes and packaging materials.

The non-alcoholic beverage industry is also committed to providing consumers with even more choice and variety of new light products.





A healthy choice

Hydration

A healthy diet must include adequate fluid intake of about 1.8 litres each day. Around 80% of the body's hydration requirements comes from beverages and while drinking water is frequent and obvious, all beverages – juice, milk, tea, flavoured and/or sweetened beverages – are hydrating and can contribute to meeting daily hydration needs.

Consumers are more likely to drink more and stay better hydrated if they like the taste of the fluid that they drink. The non-alcoholic drinks industry is committed to offering even more beverages that provide great taste, convenience and hydration.

Balance

A healthy diet requires a balance between calorie intake and physical activity. The non-alcoholic beverages industry introduced light drinks more than 25 years ago and consumers can now choose low calorie, sugar-free or reduced sugar options, depending on the level of activity or just depending on how they feel. This industry is committed to making low or reduced calorie beverages an even more enjoyable and preferred beverage option.

Wellness

Wellness has become a top priority for European consumers and it covers many areas, varying from person to person, according to age, lifestyle or just personal preference. From looking beautiful to feeling fit, from weight management, requiring low calorie intake, to performance, requiring energy input, from feeling uplifted to feeling relaxed. In recent years, this industry has designed beverage solutions for each of these needs – energy drinks, relaxing tea drinks, sports and endurance drinks and functional drinks.

The non-alcoholic beverages industry is committed to offering even more beverages that allow consumers to pursue their own personal wellness choice.



Our commitments to act responsibly

Public education, healthy lifestyles and physical activity programmes

- Increase involvement, at national and EU levels, together with appropriate private and public partners, in educational programmes aimed at providing consumers with relevant information on healthy eating and healthy active lifestyles.

Consumer information

- Provide in a consumer-noticeable way **nutrition information** as defined in current EU legislation even where this is not legally necessary – and openly co-operate with EU authorities in developing future nutritional labelling rules.
- Provide **on pack calorie information** per 100ml and/or based on individual serving size (e.g. 250ml, 330ml, 500ml) in all products.
- Start market tests with **on pack guideline daily amounts (GDAs)** in view of expanding over time such information to all products, with the aim of providing consumers with a **simple way to understand sugar intake** in relation to the recommended total average daily calorie intake.
- Prominently **advertising on pack the low or no-calorie content** of beverages with such characteristics.

Advertising and commercial communication

- Engage with EU Platform stakeholders to discuss the UNESDA Code of Practice Guidelines for Responsible Commercial Communications and Sales Practices, in view of further enhancing the code.
- **Not place any marketing communication** in printed media, websites or during broadcast programmes specifically aimed at children*.
- **Avoid any direct appeal to children to persuade parents** or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent, guardian or educator.



**The signatories to the commitments consider 'children' to be defined as "below 12" and that 'programmes aimed at children' to be defined as those programmes whose viewers are mostly children (i.e. more than 50%).*

- **Not engage in any direct commercial activity in primary schools**, unless otherwise requested by school authorities.
- **Ensure that in secondary schools**, with the agreement and active participation of educators and parents, **a full range of beverages** (including water, juices and other beverages in both regular and low-calorie/calorie-free versions), is made available **in appropriate container sizes** that allow for portion control.
- **Respect the commercial-free character of schools** by providing, where directly responsible for final distribution of products, unbranded vending machines, preferably including educational images and messages promoting balanced diets and healthy active lifestyles.
- Make third-party distributors aware of these commitments in such cases where we are not directly responsible for the final distribution of their products to schools.
- **Ensure that promotional activities** (e.g. redemptions, under-the-cap offerings, text message/ SMS contests, etc) offering prizes or rewards will **avoid requiring consumers to drink excessive quantities of products** in order to participate.

Promotions and choice

- **Increase the number of new beverages with low- or no-calorie content and light versions of existing beverages**, where technologically possible, safe and acceptable to consumers.
- **Increase the choice and availability of individual packaging sizes** and pursue where appropriate **cup downsizing**, to help reduce individual over-consumption.

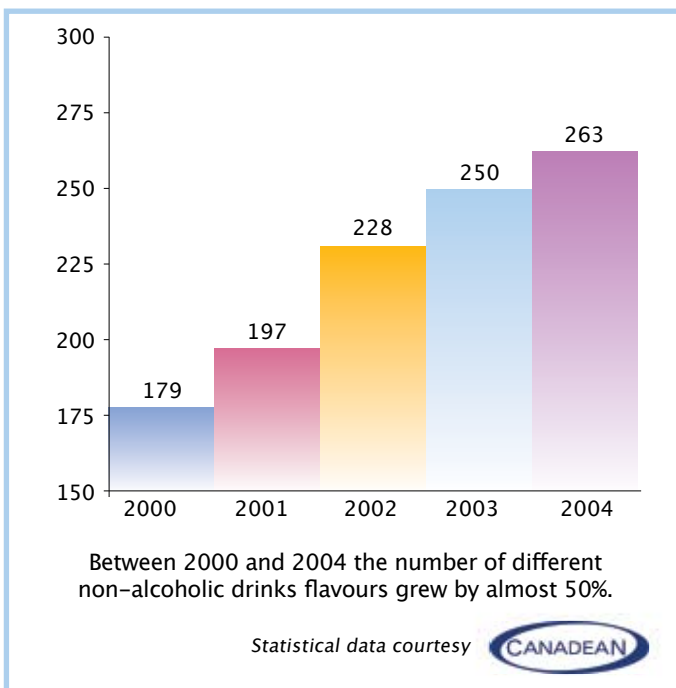
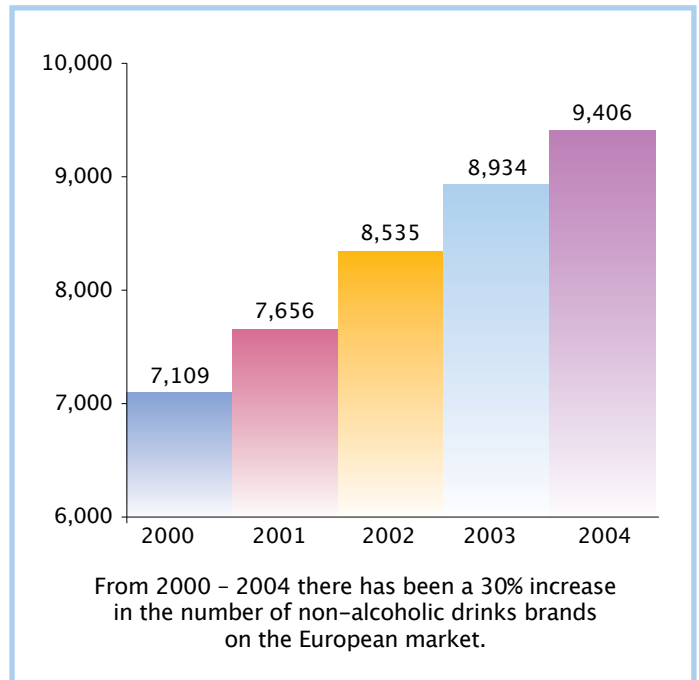
Research

- **Contribute**, within the limits of what is appropriate to our role, to public and private research into consumer behaviour and responsiveness to educational campaigns aimed at encouraging healthy eating and healthy lifestyles.
- **Share with other stakeholders our consumer research insights as they relate to health and wellness.**



The European non-alcoholic beverages industry

- Has a turnover of €150 billion.
- Typically offers over 1,000 brands per country, each with its own range of flavours and variants, giving the European consumer tens of thousands of drinks to choose from.



Corporate signatories to the UNESDA commitments

- C&C (Ireland)
- The Coca-Cola Company
- Coca-Cola Enterprises
- The Coca-Cola Hellenic Bottling Company
- Gerber Foods Holdings Ltd
- GlaxoSmithKline
- Orangina Group (formerly Cadbury Schweppes European Beverages)
- Pepsi Beverages Europe
- Unilever



What is UNESDA?

UNESDA is the Union of European Beverages Associations. It is the industry association representing a major part of the innovative and dynamic European non-alcoholic beverages industry, uniting major producers of a wide variety of non-alcoholic beverages as well as its national member trade associations in the EU member states.

UNESDA's principal role is to act as the voice of the industry, representing members' interests at European and international level. UNESDA actively participates in the development and implementation of policy on a range of technical, environmental, economic and trade issues.

UNESDA national member associations and associate members*

- **Austria**
VDHAE – Verband der Hersteller Alkoholfreier Erfrischungsgetränke
- **Belgium**
FIEB – Fédération des Industries des Eaux et des Boissons Rafraîchissantes
- **Bulgaria***
Bulgarian Soft Drinks Association
- **Czech Republic**
SVNN – Union of Beverage Producers
- **Denmark**
The Danish Brewers' Association
- **Finland**
The Finnish Federation of the Brewing and Soft Drinks Industry
- **France**
SNBR – Syndicat National des Boissons Rafraîchissantes
- **Germany**
WAFG – Wirtschaftsvereinigung Alcoholfreie Getränke
- **Greece**
SEVA – Association of Greek Soft Drinks Industries
- **Hungary**
MÜSZ – Hungarian Association of soft drinks, fruit juice and mineral water producers
- **Ireland**
BCI – Beverage Council of Ireland
- **Italy**
ASSOBIBE – Italian Soft Drinks Association
MINERACQUA – Italian Mineral Water Association
- **Luxembourg**
FICEB – Fédération de l'Industrie et du Commerce des Eaux et des Boissons Non-Alcoolisées du Grand-Duché de Luxembourg
- **Malta**
MASDP – Malta Association of Soft Drinks Producers
- **The Netherlands**
NFI – Vereniging Nederlandse Frisdranken Industrie
- **Poland**
PPBC – Polish Producers of Beverages Club National Chamber of Business Beverage Industry
- **Portugal**
ANIRSF – The Portuguese Soft Drinks Association
- **Romania***
ANBR – Romanian Soft Drinks Association
- **Slovakia**
AVNM – Slovak Non-Alcoholic Beverages Association
- **Spain**
ANFABRA – The Spanish Soft Drinks Association
- **Sweden**
Swedish Brewers' Association
- **Switzerland***
Verband Schweizerischer Mineralquellen und Soft-Drink Produzenten SMS
- **Turkey***
MEDER – Mesrubatcilar Dernegi
- **United Kingdom**
BSDA – British Soft Drinks Association





www.unesda.org