



Feb. 9, 2016

ICBA Response to Claims by CSPI on Marketing of Beverages Worldwide

Today the International Council of Beverages Associations (ICBA) released the following statement on CSPI's Paper on Global Soda Marketing Practices:

Our beverage companies are good global citizens who follow responsible marketing practices and have innovated a wide variety of product offerings, including greatly increased lower-and no-calorie options in the marketplace. The global beverage industry is proud of the important role it plays in the global economy and the steady jobs it provides to hundreds of thousands of people who depend on beverage sales for all or part of their livelihoods. Our industry provides significant tax revenues that help fund government programs in developing nations. Beverage companies have given billions of dollars in charitable donations to improve the communities where employees work and live. CSPI ignores the economic importance of the jobs and the investments beverage companies bring to hundreds of thousands of employees and their families worldwide who welcome our industry to their communities.

People the world over enjoy soft drinks, juices, sports, teas, energy drinks and bottled water and have the right to decide what's best for them. Our beverage companies market responsibly and are working to help consumers make educated choices about the beverages they choose to consume.

For example, the *ICBA Global Guidelines on Marketing to Children* have transformed the landscape of children's advertising, ensuring parents and caregivers are better able to determine what beverages are appropriate for their children. The *Guidelines* state that there can be no marketing communications where 35 percent or more of the audience consists of children under the age of 12, and comprehensively cover company-controlled TV, radio, print, cinema and online marketing. In addition, members agree not to engage in marketing communications to children in primary schools. Since 2009, ICBA has ensured independent and impartial monitoring of member companies' compliance with these global guidelines, with results showing over 94% compliance in every market analyzed.

Our member companies are all about delivering for their employees, customers, consumers and communities – and will continue to deliver on their commitment to responsible marketing, just as they remain committed to providing consumers with a variety of options and empowering them with the information they need to make informed choices.

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The International Council of Beverages Associations (ICBA) is an international nongovernmental organization established in 1995 that represents the interests of the worldwide non-alcoholic beverage industry. The members of ICBA include national and regional beverage associations, as well as international beverage companies that operate in more than 200 countries and territories and produce, distribute, and sell a variety of non-alcoholic sparkling and still beverages, including soft drinks, sports drinks, energy drinks, bottled waters, flavored and/or enhanced waters, ready-to-drink teas and coffees, 100% fruit or vegetable juices, nectars and juice drinks, and dairy-based beverages. For media inquiries please contact ICBA's media line at +1 (202) 463-6739 or icba@icba-net.org.