



International Beverage Association Responds to Article that Purports to Link Beverages to Global Disease

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In response to the Global Burden of Disease Article, the International Council of Beverages Associations issued the following statement:

"This article is only a statistical model and does not examine real-life health outcomes related to dietary intake. The authors' estimates and projections cannot show cause and effect. The article examines subjects that died from chronic diseases such as diabetes, cardiovascular disease or cancer – but fails to establish any unique or direct link with beverages. The authors themselves acknowledge they are at best estimating an effect of sugar-sweetened beverage consumption, which is very different from demonstrating causation.

Our members and companies are doing our part to offer consumers fact-based information about beverage calories and provide beverage options—portion-controlled and more reduced, low- and no-calorie varieties—they need to make the right choices for themselves and their families."