



15 July 2022

## **NZBC HEALTH AND WELLBEING UPDATE**

### **INTRODUCTION**

The New Zealand Beverage Council (NZBC) proudly represents the manufacturers of New Zealand's juice, carbonated drink and bottled water brands, as well as their suppliers. In total, our members represent nearly 80 per cent of the non-alcoholic ready to drink beverages sold at the retail level.

The NZBC members are committed to working with government, health experts, regulators and others in the food and beverage industry as part of a multi-faceted approach to develop meaningful solutions to reduce childhood obesity and improve health outcomes of Kiwis through nutrition. The New Zealand Beverage Council strongly supports the Ministry of Health's *Healthy Kids Industry Pledge* and is pleased to provide an update on significant strides taken by the non-alcoholic beverage industry in recent years.

### **NZBC MEMBERS ARE COMMITTED TO SELLING WATER ONLY IN SCHOOLS**

The NZBC continues to strongly believe that schools are unique learning environments that should remain commercial-free. Members of the NZBC do not undertake any commercial advertising in primary, intermediate, or secondary schools in New Zealand.

Since 2006, Coca-Cola Amatil and Frucor Suntory have committed to not sell sugar sweetened carbonated soft drinks or energy drinks directly to any New Zealand school. In 2017, this agreement with the Ministries of Education and Health was extended to all our member companies and our members further pledged to only sell bottled water to primary and intermediate schools across New Zealand.

In June 2022, the NZBC made a submission to the Ministry of Education in support of their initiatives to only serve low-fat milk and water in primary schools.

### **THE NZBC SUPPORTS RESPONSIBLE MARKETING AND ADVERTISING TO CHILDREN**

Our members continue to comply with all advertising and marketing related legislation and support responsible marketing, advertising and sponsorship of food and beverages to children that support healthy nutrition. Further, our members abide by the [Advertising Standards Code](#), including the [Children and Young People's Advertising Code](#).

## **BEVERAGE PRODUCERS INCREASE INNOVATION IN LOW AND NO SUGAR OPTIONS**

Consumer trends are demonstrating that consumers are more health conscious and seeking out healthier food and beverage options. Nearly one third (31 per cent) of New Zealanders always choose the low-calorie beverage option<sup>1</sup>.

In recent years, the industry has taken significant steps to increase consumer choice and better inform Kiwis about dietary choices. Beverage producers have introduced low and no sugar options across a range of existing products, reduced sugar in existing Kiwi favourites and launched new beverages that contain no added sugar in an effort to reduce the amount of sugar consumed through non-alcoholic beverages. Additionally, the industry has also invested in offering a range of smaller pack-sizes to reduce sugar intake and promote the responsible consumption of beverages by New Zealanders

## **THE NZBC ENCOURAGES UPTAKE OF THE HEALTH STAR RATING SYSTEM ACROSS ALL BEVERAGES**

It is important that consumers have access to the right information to make the best nutritional decisions for themselves and their families. The NZBC is supportive of the Government's voluntary Health Star Rating System and encourages members to display Health Stars across all products, including front-of-pack and outer packaged of multi-packs. Since the start of 2022, Health Stars have begun to roll out across non-alcoholic beverages across all categories and we are pleased to see that the uptake is continuing to grow.

## **CONCLUSION**

The New Zealand Beverage Council remains committed to ensuring our members fulfil the commitments made as a part of the Industry Health and Wellbeing Update.

Childhood obesity has profound implications on the long-term health of future generations of New Zealanders. The NZBC is keen to continue to progress this work and other recommendations out of the Food Industry Taskforce on reformulation and innovation. We are particularly interested in updates on any progress for the Government to undertake a National Nutrition Survey for Children, as the industry's current consumption modelling is based on data that is more than two decades old. The NZBC is pleased with our members commitment and work to date and expects to see continued improvement from industry.

For more information, please contact:

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<sup>1</sup> Nielsen CMI, Q1-Q4 2019