A LOOK INSIDE NZ FRIDGES

BEVERAGE CONSUMPTION IN NEW ZEALAND

WATER IS THE DRINK CONSUMED MOST IN NZ
Up 21.4% on 2010 and growing

SOFT DRINK (CSDs) CONSUMPTION CONTINUES TO DECREASE
Down 4.2% on 2010

HOW MUCH KIWIS ARE DRINKING BY CATEGORY
Measured by occasion excluding alcohol

<table>
<thead>
<tr>
<th>2016</th>
<th>27.5% WATER</th>
<th>24.2% COFFEE</th>
<th>20.8% TEA</th>
<th>11.5% MILK</th>
<th>7.4% JUICE</th>
<th>3.5% SOFT DRINKS</th>
<th>3.4% ICED TEA/CHOCOLATE</th>
<th>1.1% ENERGY DRINKS</th>
<th>0.5% SPORTS DRINKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>25.5% WATER</td>
<td>24.4% COFFEE</td>
<td>22.3% TEA</td>
<td>10.6% MILK</td>
<td>7.3% JUICE</td>
<td>4.1% SOFT DRINKS</td>
<td>4.3% ICED TEA/CHOCOLATE</td>
<td>1.3% ENERGY DRINKS</td>
<td>0.5% SPORTS DRINKS</td>
</tr>
</tbody>
</table>
KIWIS CHOOSE TO DRINK WATER A THIRD OF THE TIME, WHILE SOFT DRINKS ARE CHOSEN LESS THAN 4% OF THE TIME

- 27.5% WATER
- 24.2% COFFEE
- 20.8% TEA
- 11.5% MILK
- 7.4% JUICE
- 3.5% SOFT DRINKS
- 3.4% ICED TEA/CHOCOLATE
- 1.1% ENERGY DRINKS
- 0.5% SPORTS DRINKS

40% OF ALL ADULTS WHO DRINK SOFT DRINKS DRINK NON-SUGAR SOFT DRINKS

OVER THE PAST DECADE SALES OF LOW & NO CALORIE NON-ALCOHOLIC BEVERAGES HAVE GROWN BY 66.7%

KIWIS DRINK TWICE AS MUCH ALCOHOL VS SOFT DRINKS ON A WEEKLY BASIS

THE TOP TEN PURCHASED ITEMS IN OUR SHOPPING TROLLEY ARE:
- FRUIT
- BREAD
- VEGETABLES
- MEAT PRODUCTS

The first soft drink to appear on the ranking is a non-sugar soft drink at #77

The most frequently bought beverage in the shopping trolley is milk at #43

REFERENCES
1. THE NEW ZEALAND BEVERAGE COUNCIL CALCULATION BASED IN PART ON FREQUENCY OF BEVERAGE DRINKING REPORTED BY NIELSEN THROUGH ITS CONSUMER AND MEDIA INSIGHTS CMI SERVICE FOR YE Q1 2016 COPYRIGHT 2016, THE NIELSEN COMPANY. THE NIELSEN CMI BEVERAGE FREQUENCY/OCCASION DATA WAS CONVERTED AS FOLLOWS: ONCE WEEKLY = 7 OCCASIONS, WEEKLY = 1 OCCASION, MONTHLY = 0.23 OCCASIONS PER WEEK, LESS MONTHLY = 0.08 OCCASIONS PER WEEK WHICH IS EQUIVALENT TO ONCE EVERY THREE MONTHS. WATER INCLUDES TAP WATER, BOTTLED WATER AND COOLER WATER.
2. NIELSEN CONSUMER AND MEDIA INSIGHTS YE Q1 2016. BASE: 10+, PEOPLE WHO ANSWERED YES TO DO NOT DRINK FIZZY/SOFT DRINKS OR NOT SPECIFIED.
3. NIELSEN CONSUMER AND MEDIA INSIGHTS YE Q1 2016. BASE: 18+ AND DRINK FIZZY/SOFT DRINKS. NON SUGAR = DIET COKE OR COKE ZERO OR PEPSI MAX OR SPRITE ZERO.
4. NIELSEN SCANTRACK TOTAL SUPERMARKETS MAT TO 18/09/2016.
5. NIELSEN HOMESCAN KEY ITEM OCCASION RANKING REPORT. TOTAL SUPERMARKETS. 26 WEEKS TO 19 MAY 2013. COPYRIGHT 2016 THE NIELSEN COMPANY.
Weight Management is about balancing our energy intake with the energy we burn. Energy Intake = Calories or Kilojoules consumed as Foods + Beverages + Alcohol

### Kiwis' Energy Intake from Beverages, Sugar and Food

Where does our energy come from, by nutrient? 

#### Adults

5% of an adult's energy comes from non-alcoholic beverages.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Food</td>
<td>53%</td>
</tr>
<tr>
<td>Breads</td>
<td>11%</td>
</tr>
<tr>
<td>Cakes, Pies etc</td>
<td>10%</td>
</tr>
<tr>
<td>Grains &amp; Pasta</td>
<td>7%</td>
</tr>
<tr>
<td>Milk</td>
<td>5%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>5%</td>
</tr>
<tr>
<td>Other non-alcoholic beverages</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Sources of All Sugar**

- 50.9% all other foods
- 17.8% fruit
- 14.6% sugars & sweets
- 7% other non-alcoholic beverages
- 6.2% soft drinks
- 3.5% fruit juice

**Sources of Added Sugar**

Sucrose intake is used as a proxy for added sugar as added sugar was not measured.

- 31% other foods & alcoholic beverages
- 23.2% sugars & sweets
- 16.4% fruit
- 13% cakes, muffins, biscuits & snack bars
- 7% other non-alcoholic beverages
- 6.6% soft drinks
- 2.8% fruit juice
6% OF A CHILD'S ENERGY COMES FROM NONALCOHOLIC BEVERAGES

SOURCES OF ALL SUGAR

- 24% NON-ALCOHOLIC BEVERAGES
- 17% MILK & DAIRY PRODUCTS
- 17% BISCUITS, CAKES & MUFFINS
- 17% FRUIT
- 15% SUGARS & SWEETS
- 10% ALL OTHER FOODS

SOURCES OF ADDED SUGAR
Sucrose intake is used as a proxy for added sugar as added sugar was not measured

- 24% ALL OTHER FOOD
- 21% SUGARS & SWEETS
- 18% BISCUITS, CAKES & MUFFINS
- 12% POWDERED SOFT DRINKS
- 11% FRUIT
- 9% SOFT DRINKS
- 5% OTHER DRINKS

NZ CHILDREN CONSUME NEARLY 3X LESS ADDED SUGAR (SUCROSE) FROM SOFT DRINKS THAN U.S CHILDREN

REFERENCES

7. BEVERAGES AS SOURCES OF SUGARS IN THE NEW ZEALAND DIET. 2008/09 NEW ZEALAND ADULT NUTRITION SURVEY. TECHNICAL REPORT NO. 2015.139. LIFE IN NEW ZEALAND RESEARCH AND ACTIVITY RESEARCH UNIT.