



**SUNTORY**  
BEVERAGE & FOOD GB&I

# Getting ahead on HFSS

At SBF GB&I, our 'Growing for Good' vision means we are committed to having a positive impact on the lives of our consumers, providing them with a choice of great tasting drinks and enabling them to lead more active, healthier lifestyles.

We started our reformulation journey back in 2013, which means **we can proudly say that all our favourite soft drink brands like Ribena, Lucozade and Orangina are already non-HFSS.**

Here are some of the steps we took to get to where we are now:



Reduced sugar  
**by 57%**  
across our core drinks

**25,500 tonnes**  
of sugar\*  
and **98.1bn** calories removed



**x100**

More than 580 HGVs

Continued to explore  
**new zero/low calorie**  
alternatives for our brands






**Matched or improved** taste  
of all products\*\*



\*4.5g of sugar or less per 100ml in all our drinks

\*\* Source: Acceptance & Liquid Benchmarking September 2016

# Our #GrowingforGood vision

-  **More** people moving
-  **More** naturally sourced ingredients
-  More **zero** and **low calorie options**



## Transforming drinking

We've stayed true to our founders' passion for great tasting drinks that serve the nation's health.

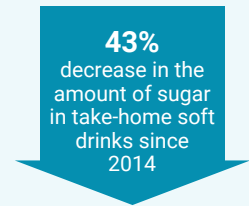
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| 2013 | <b>1,000 Tonnes of sugar</b> and <b>4bn calories</b> removed from Lucozade and Ribena  |
| 2015 | Launched <b>20% calorie reduction</b> per 100ml ambition as part of public health responsibility deal  |
| 2016 | <b>New low sugar options</b> launched - Lucozade Zero, True Nopal Cactus Water   |
| 2017 | <b>Sugar cut by 57%</b> across core range with matched or improved taste thanks to a total portfolio commitment, enabled by significant R&D investment and advances in food technology |
| 2020 | Innovated to create new non-HFSS drinks with the launch of <b>Ribena Sparkling</b> and <b>Lucozade Alert</b> (2021)  |
| 2022 | All our favourite soft drink brands like Ribena, Lucozade and Orangina are <b>non HFSS</b> ahead of 1 October legislation  |

## Responding to consumer needs

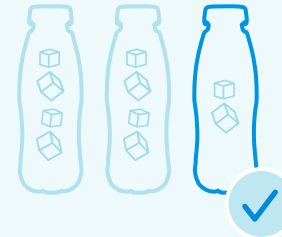
Our strong sense of shared responsibility and commitment to change is matched by consumer demand for healthier drinks.



**70%**  
of adults are conscious of their sugar intake\*



**43%**  
decrease in the amount of sugar in take-home soft drinks since 2014  
**Full sugar drinks are in global decline\*\***



At least **a third of shoppers** want to reduce sugar in their diet\*\*\*

\*YouGov survey Nov 2021, 2,531 GB respondents

\*\*Kantar Worldpanel March 2014-2020 \*\*\*13.04.22 (52 w, Nielsen in Total Coverage including Discounters)

## About

**SUNTORY**  
BEVERAGE & FOOD GB&I

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one of the leading soft drinks businesses in the UK and Ireland. SBF GB&I was formed in 2014 as Lucozade Ribena Suntory and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Ribena and Orangina.

Our business is driven by our "Yatte Minahare" spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks that people can feel good about while enabling them to lead active lifestyles.

For further information, please visit: [suntorybfe.com/gbi](https://suntorybfe.com/gbi) or follow @SuntoryBF\_GBI