

ACTION ON DRINKS

We'll be a total beverage company, offering consumers an even greater choice of drinks with reduced sugar.



We'll reduce the sugar in our soft drinks by 10% between 2015 and 2020, and that's in addition to the 5% reduction achieved in the previous 5 years.¹

We'll aim for 50% of our sales to come from low or no calorie drinks.²

We'll continuously evolve our recipes and portfolio to offer a greater choice of drinks.

We'll make it easier for consumers to cut down on sugar with straightforward product information and smaller pack sizes.³

We'll make sure we don't advertise to children under 12 and that our sales and marketing practices evolve in line with external expectations.

Baseline is 2010 and target date is 2025 unless otherwise stated

¹ Sparkling soft drinks and non-carbonated soft drinks only. Does not include water or juice.

² Total CCEP sales. Does not include coffee, alcohol, beer or freestyle. Low calorie beverages ≤20kcal/100ml. Zero calorie beverages <4kcal/100ml.

³ We will develop specific targets on smaller pack sizes within 12 months.

Sustainability Action Plan