

How we're helping Kiwis choose Less Sugar

At Frucor, we have a hunger for making drinks better and we're always on the look out for ways we can do this. Some of you have been telling us you want to reduce the amount of sugar in your diet. Here's how we're helping make that a whole lot easier:

more choice

6 OF OUR ICONIC BRANDS now offer reduced or no sugar versions (Just Juice, h2go, V, Mizone, Pepsi and NZ Natural) **= 47** **"BETTER FOR YOU"** drinks to meet your hydration, energy and refreshment needs around the clock as part of a balanced diet **+** You don't have to pay more for **SUGAR FREE**

MORNING KICK-START
Get a good morning kick-start with Just Juice Veges or Just Juice 50% Less Sugar.

KIDS ON THE GO
A great alternative for kids on the go are our small 125ml and 300ml portions of Just Juice Splash (50% juice blended with 50% spring water).

NEED TO HYDRATE?
Go for h2go Pure, h2go Zero still and sparkling, NZ Natural still and sparkling or Just Juice with 50% Less Sugar.

SURVIVE THE MID-AFTERNOON SLUMP
Go with V Sugar Free or Pepsi Max.

REFRESH & REFUEL
Choose Mizone Active with 50% less sugar than full sugar sports drinks.

better labelling

100% OF OUR DRINKS NOW DISPLAY THE PERCENTAGE DAILY INTAKE ENERGY LOGO

So you can see at a glance how much one serving of your favourite drink will contribute towards your daily total energy needs, (excluding water).

ENERGY 594 kJ
DI* 7%
PER SERVE

THE DILUTION SOLUTION

Ten years ago we initiated a project with public health stakeholders including dietitians, paediatric dentists and nutrition researchers to develop juice dilution guidelines for children. **These on-pack guidelines have now been adopted as best practice by the New Zealand Juice & Beverage Association nationwide (NZ JBA).**

PACK GUIDELINES

1-2 YEARS
1 PART Juice to 3 PARTS water

3-5 YEARS
1 PART Juice to 1 PART water

6+ YEARS
250ml glass of Juice = 1 serving of fruit & veg (one per day)

KIDS WON'T EAT THEIR VEGES?

40% VEGETABLES

20% LESS SUGAR

Get more veges the easy way – Just Juice Veges contains 40% vegetables and 20% less sugar than regular Just Juice.

PUTTING THE SQUEEZE ON SUGAR

DID YOU KNOW?
Just Juice 50% Less Sugar contains **half the fruit sugar** of a standard juice? That makes it even healthier than the stuff you juice at home!

Less sugar than your own juicer

innovation

NATURALLY SWEETENED WITH STEVIA

We were one of the **1st** drink companies in New Zealand to use Stevia – a natural plant-derived sweetener.

In 2014, we're continuing to invest heavily in research and development, with a new state-of-the-art, multi-million dollar **R&D centre of excellence** in South Auckland that's dedicated to keeping New Zealand at the forefront of beverage innovation.

With the development of further zero sugar and reduced sugar drinks on the horizon, we're committed to meeting your future needs with even more great tasting "better for you" beverages.

kiwi kids

SWEET ENOUGH!

We reckon Kiwi kids are sweet enough already, so in 2006 we signed a voluntary agreement with the Ministers of Health and Education, not to sell full-sugar carbonated soft drinks or energy drinks to any primary or secondary school in New Zealand.

This was a proud moment for us, and in the eight years since, we estimate it's removed **52.8kg of sugar from the diet of every Kiwi kid** who might otherwise have had one can of soft drink a day at school.

52.8kg sugar removed

1 We were also one of the **first companies to help school tuck shops stock more suitable beverage choices**, with our range of products developed around the national nutrition guidelines for young people.

FUELLED 4 LIFE

In 2006 we had 22 drinks that met the criteria of the Ministry of Health and Heart Foundation's 'Fuelled4Life' school programme. We are now proud to have more than 40! **Over 1,300 Kiwi schools are part of Fuelled4Life.**

And as long term partners of the Life Education Trust, **we've helped 1000's of kids learn** to make positive choices about their health, wellbeing and nutrition.

ZILCH-ZERO-NADA

In 2012 we voluntarily replaced our whole range of h2go Flavoured with a **sugar free option**.

Based on annual New Zealand-wide consumption, that has removed approximately 55 tonnes of sugar – or 2.8 container loads – from Kiwi diets.

55 TONNES REMOVED