OUR POSITION ON OBESITY
December 2013
INTRODUCTION

All over the world, our consumers are telling us they care about their well-being, and we care too. We recognize the health of our business is interwoven with the well-being of our consumers, our employees, and the communities we serve. Today, overweight and obesity are among the leading health challenges worldwide. According to the World Health Organization (WHO), “[w]orldwide obesity has nearly doubled since 1980 … in 2008, more than 1.4 billion adults, 20 and older, were overweight. Of these, over 200 million men and nearly 300 million women were obese.”

When the world faces a challenge, The Coca-Cola Company, as it has throughout its 127-year history, steps forward, brings people together, and helps seek solutions in communities, cultures, and countries worldwide. Today, we are mobilizing our assets across our global system, which spans more than 200 countries, to educate, empower, and engage people from all walks of life to pursue solutions that help address obesity and promote active, healthy living.

OUR POSITION ON OBESITY

Obesity is a serious and complex global health challenge that affects individuals in every culture, community, and country around the world.

No one organization, company, or government body can solve this issue alone. It requires the collective efforts of everyone across all sectors – academia, business, concerned citizens, governments, health professionals, and non-governmental organizations (NGOs). And that includes The Coca-Cola Company.

There is widespread consensus that weight gain is primarily the result of an imbalance of energy – specifically too many calories consumed versus expended.

When it comes to managing weight, it’s important to balance calories consumed with calories burned – what the experts refer to as energy balance. This is a simple concept with deceptively complex dynamics.

People consume many different foods and beverages, so no single food or beverage alone is responsible for the obesity crisis. But, when it comes to weight management, all calories count, whatever food or beverage they come from, including those from our beverages.

We recognize the uniqueness of consumers’ lifestyles and dietary choices. All of our products can be part of an active, healthy lifestyle that includes a sensible, balanced diet, proper hydration, and regular, physical activity.

Beverages are unique in that they can provide great taste and refreshment, with or without calories. Consumers who want to reduce the calories they consume from beverages can choose from our continuously expanding portfolio of low- and no-calorie beverages, as well as our regular beverages in smaller portion sizes.

OUR COMMITMENTS

On May 8, 2013, The Coca-Cola Company announced four global commitments to bring people together to help find workable solutions to address obesity.

- Offer low- or no-calorie beverage options in every market.
- Provide transparent nutrition information, featuring calories on the front of all of our packages.
- Help get people moving by supporting physical activity programs in every country where we do business.
- Market responsibly, including no advertising to children under 12 anywhere in the world.

We are working to inspire, empower, and engage people worldwide about the importance of an active, healthy lifestyle that includes a sensible balanced diet and regular physical activity. Across our system, which reaches more than 200 countries worldwide, we are mobilizing our assets in marketing, and in science, and engaging in community outreach to increase awareness and spur action.