

Coke, Pepsi work to reduce drink calories

By Shan Li, Los Angeles Times

Soda giants Coca Cola Co., PepsiCo and Dr. Pepper Snapple Group are getting together to urge Americans to stop drinking so many sugary drinks.

The beverage companies announced a new initiative Tuesday to reduce by 20% the number of beverage calories consumed per person in the U.S. by 2025.

The drink makers – who announced the plan at the Clinton Global Initiative – will focus on introducing lower-calorie products and small sizes and on marketing low-calorie offerings such as water more aggressively. They will also work on adding calorie information to areas such as vending machines and self-service fountain equipment.

Susan Neely, chief executive of the American Beverage Association, said these efforts will “help transform the beverage landscape in America.”

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