

## How Sweet Is It? Americans Consume More Than 42% of Added Sugars Through Beverages

**Fort Washington, PA, May 30, 2006** – Warm weather is historically a time for refreshing, thirst-quenching drinks, but the calories from the sugar content in the average summer beverage can add up. Regular soft drinks and fruit drinks account for more than 42 percent of the major sources of added sugars.

With childhood obesity reaching epidemic proportions, calorie-dense beverages are a good place for children to reduce unneeded calories. The *Federal Trade Commission* and the *Department of Health and Human Services* recently released guidelines for marketing food products to children 2 and former President Bill Clinton's Alliance for a Healthier Generation, in conjunction with the *American Beverage Association* and major beverage distributors, have vowed to replace sugar-filled drinks with lower sugar content or more nutritious beverage options in age-appropriate serving sizes in all schools with bottler contracts by the 2009-2010 school year 3.

Tackling this issue on a broad scale is important, but habits are formed at home. A recent survey indicates 87 percent of mothers asked are making a strong effort or some effort to limit their children's intake of sugar 4.

"With summer fast approaching, traditionally a time when thirst quenchers are sought, it's important for parents and other caregivers to offer healthy beverage choices," said Hope Warshaw, MMSc, R.D., registered dietitian and author of *What to Eat When You're Eating Out* (2006). "They should offer either beverages containing calories with nutrition, such as fat free milk or 100% fruit juice; or options without calories, such as water or beverages made with SPLENDA® No Calorie Sweetener. This is one of many small, daily steps parents can take to help their children eat healthier today and learn healthy habits for their lifetime."

Other tips Hope Warshaw offers to help families think before they drink sugary beverages include:

- Read the Nutrition Facts labels and ingredients to determine if a drink contains unnecessary calories from sugars. A common ingredient that means sugar is high fructose corn syrup.
- Be aware of the calories and added sugars in regular sodas, fruit and sports drinks. Choose the diet or reduced calorie/low-sugar versions of these beverages instead.
- Sweeten up powdered drinks or drinks you make at home like lemonade, fruit punch or iced tea with SPLENDA® No Calorie Sweetener.

Just in time for the warmer weather, SPLENDA® Sweetener Products has tapped celebrity mixologist and cookbook author Bruce Weinstein to add a new twist to summer beverage classics like lemonade and tea. These "livened up" versions of summertime favorites contain nearly no calories because they are all sweetened with SPLENDA® No Calorie Sweetener. Concoctions the entire family can enjoy include *Watermelon Lemonade*, *Mango Yogurt Smoothie*, *Chamomile Pomegranate Tea* and *Grapefruit Raspberry Sparkler* and the full recipes are available at [www.SPLENDA.com](http://www.SPLENDA.com).

McNeil Nutritionals, LLC, the marketer of SPLENDA® Sweetener Products, is also introducing SPLENDA® QUICK PACK™ Pouches, pre-measured packages of SPLENDA® No Calorie Sweetener equivalent in sweetness to one cup of sugar and specially formulated for use in a pitcher of unsweetened drink mix. SPLENDA® QUICK PACK™ Pouches are available nationwide this month in two forms – one-serving packs at a suggested retail price of \$.69 and a 5-pack carton at a suggested retail price of \$2.99.

### About SPLENDA® No Calorie Sweetener

SPLENDA® No Calorie Sweetener is made from sugar so it tastes like sugar and consumers have quickly adopted this SPLENDA® Sweetener Product as their no calorie sweetener of choice. In 2003, it became the nation's #1 selling branded sweetener in retail outlets. SPLENDA® No Calorie Sweetener is available in granular form in a 9.7 oz. Baker's Bag, equivalent in sweetness to 5 lbs. of sugar, which is ideal for cooking and baking, as well as in 1- and 2-lb. sweetness equivalent boxes, and in packets.

### About SPLENDA® Brand Sweetener

SPLENDA® Sweetener Products are marketed by McNeil Nutritionals, LLC. SPLENDA® Brand Sweetener is used in more than 4,000 products of major food brands worldwide. You can find out more about SPLENDA® Sweetener Products or get recipes and tips on cooking and baking with the brand by logging on to [www.splenda.com](http://www.splenda.com) or call 1-800-7-SPLENDA (1-800-777-5363).