



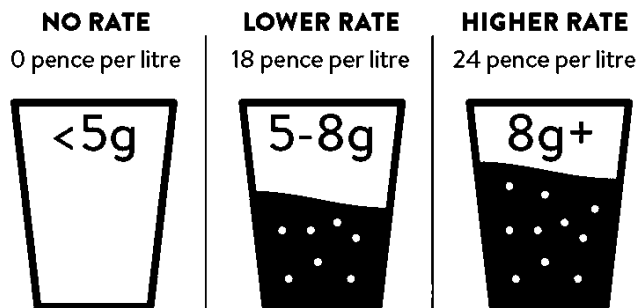
SUGAR

The Soft Drinks Industry Levy (SDIL) with Fresh Fayre

What is happening & when?

In the April 2016 budget the government proposed a new levy on soft drinks containing added sugar. The levy has been introduced with the primary aim of tackling & reducing obesity in the UK. The levy will be implemented on the 6th April 2018.

How does it work?



GRAMMES OF SUGAR PER 100ML

- Relates to all applicable drinks sold in the UK, both manufactured in the UK and exported
 - Exclusion for pure fruit juices and milk and yoghurt-based products
 - Drinks with no sugar are exempt
 - Drinks containing only natural fruit sugars are exempt

FRESH FAYRE

— Est. 1983 —



Drinks with no Soft Drinks Industry Levy

Less than 5g added sugar per 100ml = 0p per litre SDIL

Wild Water 270ml
Fruit flavoured still water



Radnor Fruits 330ml
Fruit flavoured still water



Radnor Splash 500ml
Fruit flavoured still water



Calypso Aquajuce 300ml
50% mixed fruit juice



Juiceburst 330ml & 500ml
Fruit juice drink



Hydra Juice 200ml
75% juice drink



Radnor Fruits 200ml
Fruit flavoured still water



OMJ 288ml
Still fruit juice drink



Radnor Fizz 330ml
Fruit flavoured sparkling water



Suso 250ml
Sparkling multi fruit juice drink



Sparkling Ice 500ml
Fruit flavoured sparkling water



Rubicon Spring 500ml
Fruit flavoured sparkling water



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Drinks with no Soft Drinks Industry Levy

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Radnor Splash 330ml
Fruit flavoured sparkling water



OMJ 330ml
Sparkling fruit juice drink



San Pellegrino 330ml
Sparkling fruit drinks



**Tropicana & Copella 250ml,
200ml & 150ml**
Pure fruit juice



Johnsons Juice 1 litre & 250ml
Pure fruit juices



Sun magic 1 litre & 500ml
100% pure fruit juice & juice drinks



Yazoo 400ml & 300ml
Flavoured milk drinks



Funtime Milk 480ml & 200ml
Flavoured milk drinks



Viva 200ml
Flavoured milk drinks



Yazoo No Added Sugar 200ml
Flavoured milk drinks



Coldpress 250ml
Fruit juices, coconut water & smoothies



Innocent Smoothies 250ml
100% pure fruit smoothie



0113 277 3001 freshfayre.co.uk



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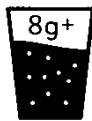
Heartsease Farm 425ml Sparkling premium pressé



Overhang 250ml Naturally revitalising drink



Evolve Energy 250ml Carbonated mixed fruit flavour drink with caffeine



Drinks with Soft Drinks Industry Levy

5-8g added sugar per 100ml = 18p per litre SDIL

8g+ added sugar per 100ml = 24p per litre SDIL

Fentimans 275ml Natural botanical soft drinks in traditional flavours



Arizona Drinks 500ml Flavoured green tea



Belvoir Drinks 250ml Real fruit juice blended with spring water



Franklin & Sons 275ml Premium traditional soft drinks



4 steps to creating a Soft Drinks Industry Levy ready range

1 Be 'range ready'

Stock the right range of products for your outlet type to capture the sale of any consumer moving away from full sugar soft drinks.

2 Pass on the SDIL to your customers

We recommend following in the spirit of the SDIL by creating price differentials between high and low sugar soft drinks – therefore passing on the levy to your customers. Whether you choose to do this is of course entirely at your discretion.

3 Engage your staff

Educate and motivate your staff to ensure they know the products and facts, and they can use recommendations to nudge your customers in the right direction.

4 Customer experience

Provide your customers sensational drinks that create a great experience – inspirational choices, perfectly served.

For more details of the Fresh Fayre range of products affected by the SDIL and suggestions for alternative, levy exempt, product solutions call us on 0113 277 3001 or email sales@freshfayre.co.uk