

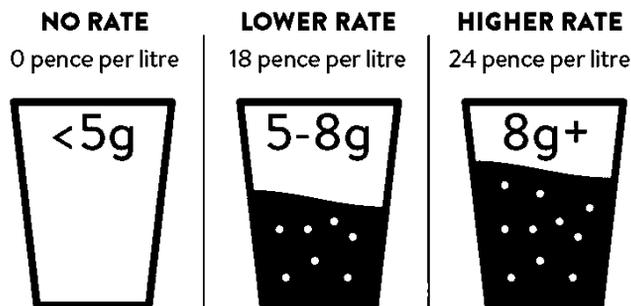
# SUGAR

## 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 6<sup>th</sup> 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

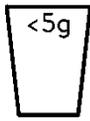


**Rubicon Spring 500ml**  
Fruit flavoured sparkling water



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## Drinks with no Soft Drinks Industry Levy

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

**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





## Drinks with no Soft Drinks Industry Levy

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

**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](mailto:sales@freshfayre.co.uk)