

SUGAR





Lower band for drinks with sugar content between **5g and 8g per 100ml**

Higher band for drinks with sugar content above **8g per 100ml**

The tax will come into force in **2018** in order to give companies time to change the ingredients of their products

Recommended maximum added sugar intake

4-6 years

19g

7-10 years

24g

from 11 years

30g



5 sugar cubes*



6 sugar cubes*



7 sugar cubes*



How much sugar is in your food?



24g

(6 sugar cubes)



hyperactive



fat



moody



tooth decay





10



11



12



13



17



18



19



20



23



24



25



26





6 cubes
1 Apple



4.5 cubes



1 cube
Muller Light strawberry yogurt



2.5 cubes



6.5 cubes
1 Red Bull



5.5 cubes



9 cubes
Granola per serving



4.5 cubes



3.5 cubes
1 can of Coke



7.5 cubes

1 Starbucks hot chocolate with whipped cream



9.5 cubes

Ben & Jerry's Phish Food ice cream



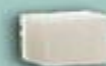
25.5 cubes

Bagel (white)



1.5 cubes

2 carrots



1 cube

500ml Orange Juice



10 cubes

Bulmers Cider



Heinz Tomato Soup



McDonalds chocolate milkshake



Flavoured Water



Fruit 'n Fibre



LARGE

255g

CRISPY

m&m's



Nutrition Facts

Per 125 mL (87 g)

Amount	% Daily Value		
Calories 80			
Fat 0.5 g		1 %	
Saturated 0 g + Trans 0 g		0 %	
Cholesterol 0 mg			
Sodium 0 mg		0 %	
Carbohydrate 18 g		6 %	
Fibre 2 g		8 %	
Sugars 2 g			
Protein 3 g			
Vitamin A	2 %	Vitamin C	10 %
Calcium	0 %	Iron	2 %



Nutrition Facts

Serving Size 1 pack
 Servings Per Container 36
 Calories 230
 Fat Calories 80

Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 9g	14%	Total Carbohydrate 35g	12%
Saturated Fat 5g	25%	Dietary Fiber 1g	4%
Trans Fat 0g		Sugars 31g	
Cholesterol 5mg	2%	Protein 2g	
Sodium 35mg	1%		
Vitamin A * • Vitamin C * • Calcium 1% • Iron 2%			

*Contains less than 2% of the Daily Value of these nutrients.
 **Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

Coca Cola



1 x 12oz (355ml) can of coke = 39 grams of sugar
equivalent to 9.75 TSP of processed sugar

VERY LOW SODIUM	
Nutrition Facts	
Serving Size 1 Can	
Servings Per Container 12	
Amount Per Serving	
Calories	150
% Daily Value*	
Total Fat	0g 0%
Sodium	35mg 1%
Total Carbohydrate	42g 14%
Sugars	42g
Protein	0g

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CARAMEL COLOR, PHOSPHORIC ACID, NATURAL FLAVORS, CAFFEINE.

CANNED UNDER AUTHORITY OF THE COCA-COLA COMPANY, ATLANTA, GA 30313. CANNED NAME AND ADDRESS APPEAR ON EACH CAN.

CAFFEINE CONTENT: 34 mg
©2011 THE COCA-COLA COMPANY
CONSUMER INFORMATION
CALL 1-800-438-2653
www.coke.com

Vanilla Coke

4 grams of sugar = 1 teaspoon



1 teaspoon

=



1 sugar cube

=



1 sugar packet

Divide the total number of grams listed by 4 to calculate the number of teaspoons of sugar.

Example:

$$\text{"Sugars 28g"} = 28 \div 4 = 7 \text{ teaspoons}$$

Nutrition Facts			
Per 125 mL (87 g)			
Amount	% Daily Value		
Calories 80			
Fat 0.5 g	1 %		
Saturated 0 g	0 %		
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 0 mg	0 %		
Carbohydrate 18 g	6 %		
Fibre 2 g	8 %		
Sugars 2 g			
Protein 3 g			
Vitamin A	2 %	Vitamin C	10 %
Calcium	0 %	Iron	2 %

sugar 40 g

• $40 \div 4 = 10$



**1 soda =
40 grams of sugar**



**1 soda =
10 teaspoons
of Sugar**

Coke



chocolate





**HOW TO REDUCE
SUGAR INTAKE**
without losing your mind!

5 Ways to eat less sugar.

- Check labels.

No sugar food.

Share your sugary drinks, cookies, candy, or cakes.

Drink more water.

Not to get sweet treats as rewards.



Check labels.



No sugar food.

Total Carbohydrate

Dietary Fiber

Sugars 0g

Share your sugary drinks, cookies, candy, or cakes.



Drink more water.



Not to get sweet treats as rewards.





cut back on your kid's sweet treats



10 tips to decrease added sugars

Limit the amount of foods and beverages with added sugars your kids eat and drink. If you don't buy them, your kids won't get them very often. Sweet treats and sugary drinks have a lot of calories but few nutrients. Most added sugars come from sodas, sports drinks, energy drinks, juice drinks, cakes, cookies, ice cream, candy, and other desserts.

1 serve small portions

It's not necessary to get rid of all sweets and desserts. Show kids that a small amount of treats can go a long way. Use smaller bowls and plates for these foods. Have them share a candy bar or split a large cupcake.

2 sip smarter

Soda and other sweet drinks contain a lot of sugar and are high in calories. Offer water, 100% juice, or fat-free milk when kids are thirsty.



3 use the check-out lane that does not display candy

Most grocery stores will have a candy-free check-out lane to help moms out. Waiting in a store line makes it easy for children to ask for the candy that is right in front of their faces to tempt them.

4 choose not to offer sweets as rewards

By offering food as a reward for good behavior, children learn to think that some foods are better than other foods. Reward your child with kind words and comforting hugs, or give them non-food items, like stickers, to make them feel special.

5 make fruit the everyday dessert

Serve baked apples, pears, or enjoy a fruit salad. Or, serve yummy frozen juice bars (100% juice) instead of high-calorie desserts.



6 make food fun

Sugary foods that are marketed to kids are advertised as "fun foods." Make nutritious foods fun by preparing them with your child's help and being creative together. Create a smiley face with sliced bananas and raisins. Cut fruit into fun and easy shapes with cookie cutters.

7 encourage kids to invent new snacks

Make your own snack mixes from dry whole-grain cereal, dried fruit, and unsalted nuts or seeds. Provide the ingredients and allow kids to choose what they want in their "new" snack.



8 play detective in the cereal aisle

Show kids how to find the amount of total sugars in various cereals. Challenge them to compare cereals they like and select the one with the lowest amount of sugar.

9 make treats "treats," not everyday foods

Treats are great once in a while. Just don't make treat foods an everyday thing. Limit sweet treats to special occasions.

10 if kids don't eat their meal, they don't need sweet "extras"

Keep in mind that candy or cookies should not replace foods that are not eaten at meal time.