SUGAR-SWEETENED BEVERAGE MARKETING UNVEILED

PLACE: A SUGAR-SWEETENED BEVERAGE ALWAYS AT YOUR FINGERTIPS
A Multidimensional Approach to Reducing the Appeal of Sugar-Sweetened Beverages

This report is a central component of the project entitled “A Multidimensional Approach to Reducing the Appeal of Sugar-Sweetened Beverages (SSBs)” launched by the Association pour la santé publique du Québec (ASPQ) and the Quebec Coalition on Weight-Related Problems (Weight Coalition) as part of the 2010 Innovation Strategy of the Public Health Agency of Canada on the theme of “Achieving Healthier Weights in Canada’s Communities”. This project is based on a major pan-Canadian partnership involving:

- the Réseau du sport étudiant du Québec (RSEQ)
- the Fédération du sport francophone de l’Alberta (FSFA)
- the Social Research and Demonstration Corporation (SRDC)
- the Université Laval
- the Public Health Association of BC (PHABC)
- the Ontario Public Health Association (OPHA)

The general aim of the project is to reduce the consumption of sugar-sweetened beverages by changing attitudes toward their use and improving the food environment by making healthy choices easier. To do so, the project takes a three-pronged approach:

- The preparation of this report, which offers an analysis of the Canadian sugar-sweetened beverage market and the associated marketing strategies aimed at young people (Weight Coalition/Université Laval);
- The dissemination of tools, research, knowledge and campaigns on marketing sugar-sweetened beverages (PHABC/OPHA/Weight Coalition);
- The adaptation in Francophone Alberta (FSFA/RSEQ) of the Quebec project Gobes-tu ça?, encouraging young people to develop a more critical view of advertising in this industry.

The SRDC will conduct a formative evaluation throughout the entire project.

This report, which is a component of the project entitled “A Multidimensional Approach to Reducing the Appeal of Sugar-Sweetened Beverages”, has been prepared by the Quebec Coalition on Weight-Related Problems, with Université Laval helping to evaluate the nutritional value of the products. All project partners (Appendix 3) contributed to disseminating the contents of this report and its conclusions.
Acknowledgments

This project has been made possible through a financial contribution from the Public Health Agency of Canada. The views expressed herein represent the views of the Weight Coalition and do not necessarily represent the views of the Public Health Agency of Canada.

We wish to thank all the partners in the project entitled “A Multidimensional Approach to Reducing the Appeal of Sugar-Sweetened Beverages” for their involvement and support, and for their contribution in the editorial preparation of this report.

Last but not least, we wish to sincerely thank our advisory committee made up of the following individuals. Their presence on the advisory committee should not be interpreted as an endorsement or approval of the Weight Coalition’s positions expressed in this report.

- JoAnne Labrecque, Associate Professor, Marketing Faculty, HEC Montréal
- Yannik St-James, Associate Professor, Marketing Faculty, HEC Montréal
- Christian Désilets, Assistant Professor, Information and Communication Department, Université Laval
- Jordan Le Bel, Associate Professor, Marketing Department, John-Molson School of Management, Concordia University
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Introduction

Sugar-sweetened beverages are proliferating on supermarket shelves, in convenience stores, arenas, vending machines, sports centres and the various public places frequented by young people. The increasingly wide range of differentiated products, combined with their unprecedented availability, allows consumers to have sugar-sweetened beverages anywhere at any time and often at very low prices. Sugar-sweetened beverages also benefit from intense advertising that mainly targets a young population using social media, product endorsements by athletes and sports teams, as well as many other marketing strategies. The consumption of sugar-sweetened beverages has therefore become worrying in light of the many consequences on health, particularly among the young, who are highly susceptible to the marketing of these products.

While health professionals worry about today’s consumption of sugar-sweetened beverages, particularly by our youth, marketeers are cleverly using new technologies, new media and massive budgets to reach this target population and encourage them to consume sugar-sweetened beverages. For example, in 2004, the food, drink and snack industries in the United States spent 1,178 times as much on advertising as the government spent on its “5 A Day” campaign to promote eating fruit and vegetables. This represents more than US$11.26 billion advertising per industry, versus the US$9.55 million spent by the Federal and the California State governments on the “5 A Day” campaign\(^1\). The industry’s ongoing massive investment makes a level playing field impossible, which is why public health campaigns are not enough to make the difference. We therefore need to identify all other possible avenues for action and must prioritize the creation of environments that promote healthy eating habits.

The Marketing of Sugar-Sweetened Beverages: A Topic to Sink Your Teeth Into!

The 2006 Petit Robert dictionary defines marketing as “the set of actions whose purpose is to analyze the present or potential market of a good or service and to implement the means to satisfy, stimulate or create demand for it”.

Marketing and the “Four Ps”

In this report, we want to present a view of the Canadian sugar-sweetened beverage market as a whole, as well as the marketing strategies used in this industry to reach young people. To do so, we split the information into four distinct but complementary sections, using “marketing mix” as the underlying organizing principle to focus on Product, Price, Place and Promotion, commonly known as the “four Ps” of marketing. These “four Ps” are also used by the companies themselves when defining their global marketing strategies.

This analytical structure allows us to determine the extent of sugar-sweetened beverage marketing, as well as to make recommendations. We hope that these avenues of thought can serve as a basis for implementing concrete actions and public policies that reflect the reality of the Canadian market and are aimed at eventually reducing the consumption of these drinks that can be harmful to one’s health. In this respect, we should note that the World Health Organization (WHO) has recognized that the regular consumption of sugar-sweetened beverages is a probable contributing factor to the global obesity epidemic\(^2\).
Volume 3 - Place: A Sugar-Sweetened Beverage Always at Your Fingertips

In this third volume, entitled *Place: A Sugar-Sweetened Beverage Always at Your Fingertips*, we will investigate how these beverages are distributed in places as diverse as retail stores, restaurants, cinemas and vending machines, as well as schools, hospitals and public places such as arenas. We will look at how they are marketed and the many promotional activities rolled out at points of sale. Last but not least, we will offer recommendations aimed at decision-makers in the food industry and all levels of government to limit their accessibility and visibility.

**Definition of “Sugar-Sweetened Beverages”**

Although sugar-sweetened beverages worry and mobilize people of all viewpoints, there is no consensus or legal definition of the term “sugar-sweetened beverage” in Canada today.

To facilitate our analysis, we borrowed from various suggested definitions, in particular, the one used by the Government of Canada in its children’s health and safety campaign aimed at sugar-sweetened beverages. Therefore, in this report we have used the term “sugar-sweetened beverages” to refer to any drink for human consumption, carbonated or not, that contains added sugar.

More precisely, we have identified seven categories of sugar-sweetened beverages that will be analyzed in this report:

- soft drinks
- energy drinks
- sports drinks
- punch and cocktail-type fruit drinks (excluding 100% fruit juice)
- enriched/vitamin-enhanced water
- ready-to-drink tea and coffee
- flavoured milk

We are aware that there are other categories of sugar-sweetened beverages (soya-based drinks, slushes, etc.). Although they often contain added sugar, we will not be analyzing these drinks in this report. Nevertheless, certain marketing strategies associated with their merchandising may occasionally be referred to.

Sugary products with a sweetening agent, otherwise known as “diet” drinks, are outside the scope of this report. We should note, however, that the health impact of these drinks is currently the subject of considerable debates, and it should not be automatically assumed that they are a “healthy” alternative to sugar-sweetened beverages.

**Consumption of Sugar-Sweetened Beverages by Young Canadians**

The energy value of drinks for children and teens is not negligible and is often underestimated. In Canada, the drinks consumed by children and teens account for 20% of their daily calorie requirements.

As for plain soft drinks (including energy drinks and iced tea) and fruit drinks, children and teens in Canada consumed an average of 309g/day. This figure varies somewhat from province to province, with Newfoundland & Labrador and New Brunswick reporting a considerably higher consumption, with
averages of 421g/day and 368g/day, respectively, while British Columbia is the lowest consumer of sugar-sweetened beverages at an average of 249g/day.

Children in Canada get into sugar-sweetened beverages at a very early age, and their consumption increases as they progress into adolescence, peaking at ages 14-18.

**Table 1: Beverage consumption of children and teens**

Adaptation of data drawn from Statistics Canada (2008)°

<table>
<thead>
<tr>
<th></th>
<th>Ages 1-3</th>
<th>Ages 4-8</th>
<th>Ages 9-13</th>
<th>Ages 14-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>% consuming SSB the day before the interview</td>
<td>35</td>
<td>60</td>
<td>77</td>
<td>78.5</td>
</tr>
<tr>
<td>Daily consumption of SSB in grams</td>
<td>104</td>
<td>205</td>
<td>332</td>
<td>465</td>
</tr>
</tbody>
</table>

Until the age of 13, young Canadians seem to prefer fruit drinks over plain soft drinks. This trend, however, reverses among teens 14 to 18. Moreover, health statistics analyst Didier Garriguet has found differences in consumption between boys and girls. In general, boys drink more sugar-sweetened beverages than girls, particularly soft drinks. Looking at sugar-sweetened beverages as a whole, 14- to 18-year-old boys consume about half a litre a day while girls drink about a third of a litre. These sugar-sweetened beverages represent 8% of the daily energy intake for boys aged 14-18 and 7% for girls the same age.

A recent survey of 10,000 teens ages 13-17 conducted by the Réseau du sport étudiant du Québec (RSEQ),° reported that they regularly consumeme:

- fruit-flavoured drinks: 61%
- soft drinks: 44% (53% among boys)
- sports drinks: 28% (boys twice as much as girls, and this ratio quadruples when we look at frequent consumption (“every day or nearly every day” and “3 to 4 times a week”), with 4% for girls and 16% for boys)
- As for energy drinks, 35% of the young people surveyed drink them occasionally.ii

In addition, we have recently found that soft drinks, energy drinks and iced teas are the main source of sugar for 9- to 18-year-olds in Canada, while fruit drinks rank 5th among 1- to 8-year-olds.° The data used for this study is from 2004. Since then, the sharp increase in energy drinks and the arrival on the market of vitamin-enriched water and enriched fruit drinks suggests that sugar-sweetened beverages may be responsible for delivering even more sugar to young Canadians.

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i The frequency of consumption options in the questionnaire distributed to young people were:
- Every day or almost every day
- 3 to 4 times a week
- 1 to 2 times a week
- Rarely
- Never

"Regular" consumption includes categories from “1 to 2 times a week” to “Every day or almost every day”.

ii “Occasional” consumption falls between the categories “rarely” and “every day or nearly”.
Table 2: Sugar consumption among Canadians of all ages
Statistics Canada (2011)\textsuperscript{12}

<table>
<thead>
<tr>
<th>Ages</th>
<th>% of total sugar from regular soft drinks</th>
<th>% of total sugar from fruit drinks</th>
<th>% of total sugar from “sugar-sweetened beverages”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 1-8</td>
<td>3.6%</td>
<td>6.2%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Ages 9-18</td>
<td>14.3%</td>
<td>9.1%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Ages 19 and +</td>
<td>13%</td>
<td>3.7%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

Sugar-sweetened beverages therefore participate, in a non-negligible way, in the total sugar consumption of young Canadians. Moreover, it is among boys aged 14-18, who are also some of the biggest consumers of sugar-sweetened beverages, that the absolute quantity of sugar consumption is the highest (172g a day, or 41 teaspoons), which puts them well above the national average of 110g a day (or 26 teaspoons), while the recommended daily glucose requirement for teens is 100g.\textsuperscript{13}

As for the consumption of other types of sugar-sweetened beverages, there is little data accessible or available in Canada. A 2010 report by an expert group on caffeinated energy drinks commissioned by Health Canada emphasized the “general absence of data on the consumption of energy drinks by children and teens”.\textsuperscript{14} The market in added-value drinks (drinks for athletes, vitamin-enriched and energy drinks) is relatively recent, but seems to be growing strongly in Canada, especially among the young. Nearly 7 million units of energy drinks are consumed in Canada every year.\textsuperscript{15}

Health Impact of Sugar-Sweetened Beverages

The consumption of sugar-sweetened beverages is increasingly deplored by health professionals because of its negative impact on health, particularly among young people.

Like many countries around the world, Canada today has worrying levels of obesity, among adults as well as children. Astonishingly, more than 1 in 4 children in Canada are overweight or obese.\textsuperscript{16} Moreover, although many factors contribute to obesity, respected international agencies such as the Institute of Medicine,\textsuperscript{17} the Center for Control Disease and Prevention,\textsuperscript{18} the United States Department of Agriculture\textsuperscript{19} and the Rudd Center\textsuperscript{20} are proactively engaged in trying to reduce the consumption of sugar-sweetened beverages that are directly implicated in the obesity epidemic. In a recent campaign,\textsuperscript{21} the Canadian Government identified sugar-sweetened beverages as a contributor to obesity in children. And for good reason, as the daily consumption of sugar-sweetened beverages increases the risk of obesity by 60% in children,\textsuperscript{22} thereby also increasing the risk of developing associated diseases such as type 2 diabetes, cardiovascular diseases and certain types of cancer. In a review of verified findings on 28 diet factors thought to be associated with obesity among children, the consumption of sugar-sweetened beverages was the only behaviour consistently linked to excess weight in children.\textsuperscript{23}

A Considerable Economic Impact

Action becomes imperative when we recognize the alarming prevalence of excess weight, obesity and chronic disease creating major costs for the State, our heath system and our society as a whole. The most conservative estimates suggest that obesity alone adds some $4.3 billion a year\textsuperscript{24} to Canada’s tax bill, while some actuaries estimate the cost to be closer to $30 billion a year.\textsuperscript{25}
To reduce health costs related to obesity and associated chronic diseases, we need to act on its causes from the earliest ages. “The probability of childhood obesity persisting into adulthood increases with the age of the child (from 20% to 50% for pre-teens to 50% to 70% for pubescent adolescents).”

Clearly there is a strong case for investing in our younger generations by helping to protect them from known risk factors for unhealthy weights.

Moreover, in addition to the links established between sugar-sweetened beverages and obesity, these drinks are also directly implicated in type 2 diabetes, dental caries, dental erosion, and cardiovascular disease.

Caffeine: An Ingredient No Longer to be Taken Lightly!

First and foremost, energy drinks are sugar-sweetened beverages, but the large amount of caffeine they contain is an additional source of concern. The energy drinks that young people consume quickly reach the daily caffeine intake that is recommended by Health Canada. “Exceeding recommended daily caffeine limits can produce side effects, from simple nausea to serious cardiac problems.”

Mobilization of Canada’s Health Professionals

As the impact of sugar-sweetened beverages on health and especially on obesity is increasingly a matter of public record, we now need to help the country join forces to tackle the challenge. There are many youth-oriented projects in place, with a common objective, which is to reduce the consumption of sugar-sweetened beverages.

The Position of Key Actors in Canada

As mentioned above, the Canadian Government’s position is to keep the population informed of the link between sugar-sweetened beverages and obesity. In addition, Canada’s Food Guide recommends drinking water and restricting the consumption of sugar-sweetened beverages “that can be high in calories and low in nutrients.”

Other Canadian agencies have also expressed concern about the consumption of sugar-sweetened beverages, in particular:

- the Alberta Policy Coalition for Chronic Disease Prevention
- the Chronic Disease Prevention Alliance of Canada (CDPAC
- the Canadian Diabetes Association
- the Childhood Obesity Foundation
- the Quebec Coalition on Weight-Related Problems
- the Dieticians of Canada
- the Federation of Medical Specialists of Quebec
- the Heart and Stroke Foundation
- the activists of the Quebec Liberal Party
- the Ordre des hygiénistes dentaires du Québec
- the Canadian Pediatric Society
- Québec en forme
Our Youth: An Ideal Target for Manufacturers of Sugar-Sweetened Beverages

We established earlier that regular soft drinks (including energy drinks and iced tea) are very popular among Canadian teens and that they are the main source of sugar for 9- to 18-year-olds. This enormous consumption is partly the result of a massive investment by the industry of sugar-sweetened beverages to reach this young population. Indeed, due to their greater susceptibility to marketing and their increasing purchasing power, children and teens are now this industry’s target of choice. Moreover, according to a WHO report, “The enormous expenditure on marketing fast food and other products in the ‘consume as little as possible’ category (US$11 billion in the United States alone in 1997) is a key factor in the increasing consumption of ready-to-eat food in general and in high-energy but low-nutritional and low-trace-element foods in particular.”

Vulnerability of Children and Teens

Children and teens are highly susceptible to the various marketing strategies used to reach them and are incapable of recognizing the commercial purpose of some ads. In fact, young children cannot distinguish the content of the message from its advertising purpose. From 4 to 5 years of age, children start being able to distinguish between a program and advertising, but the latter is perceived as just additional entertainment, until at least ages 7 or 8. After that, as their cognitive and social development progresses, young people become increasingly able to discern marketing intent. Understanding the true nature of advertising, which is to try to sell a product in order to make a profit, is not something that all children understand until the onset of adolescence, at about ages 11 to 12. More still, a recent survey of 10,000 young Quebeckers by the Réseau du sport étudiant du Québec reported that nearly half of the teens surveyed could not distinguish between the various types of strategies used by manufacturers to sell more sugar-sweetened beverages.

A Purchasing Power Targeted by Industry

Children have had a growing direct and indirect economic power affecting all industries. This is partly because they get pocket money that they can spend any way they like. Canadian children 2-12 years old spent an estimated CAD$1.5 billion pocket money in 2002. It is also because children influence 40% of family spending, accounting for more than CAD$20 billion in 2004.

Companies rely enormously on this influence, and even try to accentuate it by developing what is commonly known as the “nag factor”. This nag factor can be described as a child’s incessant demand for a product or brand that influences the parent’s buying decisions. Companies target children directly through advertising and target parents indirectly but deliberately through harassment.

A study has been released on the nag factor associated with various product categories aimed at children or adults. It also looks at soft drinks “because they are clearly important for children... and because it is a category in which teens have the most impact on buying decisions”. The findings suggest that the nag factor is real in the product categories aimed at children, which include soft drinks.
Marketing Investment by the Sugar-Sweetened Beverages Industry

In the absence of Canadian data on marketing investment by the sugar-sweetened beverages industry we will use U.S. data, mainly released by the Federal Trade Commission (FTC) in a 2008 report on the industry’s spending on marketing aimed at young people.\textsuperscript{50}

Among the 44 companies studied by the FTC, the total spending to promote food and drink to children and teens amounted to US$1.6 billion in 2006. Soft drinks accounted for US$492 million, 96% of which was directly aimed at teens (US$474 million, nearly US$20 per teen),\textsuperscript{51} classifying these SSB brands as the largest youth-targeting investors. Non-carbonated drinks accounted for US$109 million (3\textsuperscript{rd} largest) aimed at teens. In 2010, drinks companies spent US$948 million to promote sugary and energy drinks in all the media surveyed, 5% more than in 2008.\textsuperscript{52}

Over the course of this report, where the data is available, we will detail the spending by the sugar-sweetened beverages industry in keeping with marketing strategies and media used.
Broad Strategic Distribution

Sugar-sweetened beverages are now an integral part of our food landscape. From shelves in grocery and convenience stores to vending machines in service stations, cinemas, arenas, universities, schools and pharmacies, sugar-sweetened beverages are everywhere. The widespread availability of these beverages today is unprecedented. Their omnipresence makes these beverages highly accessible, especially for young people. According to a recent study by the Réseau du sport étudiant du Québec (RSEQ) of 10,000 young Quebeckers in the first three years of high school, a determining factor in the consumption of junk food is the fact that it is easily accessible.53

SSB distribution networks are many and varied. Canada has nearly 24,000 retail food outlets and close to 63,000 food services establishments.54 The products offered vary considerably from network to network, primarily to get the right product in the right place to reach the target segments. In general, points of sale teem with possibilities to persuade us to quench our thirst.

Although human beings have a logical, rational side, we become strangely impulsive and unthinking when it comes to groceries. In fact, although some purchases are planned, it is estimated that the vast majority of buying decisions (75%) in a large store are made at the point of sale and that 53% of these are impulse buys.55 Moreover, approximately 20% of customers buy a category of product that they had no intention of buying when they walked into the store.56 This means that apart from the hallowed grocery list, consumers reveal themselves to be “indecisive and influenceable”.57 Strategic marketing and point-of-sale promotions, therefore, tend to take advantage of this “weakness” to influence consumers in their choices and push them to consume.

Some strategies also specifically target children and teens, particularly by placing their products at their eye level, making them visually attractive or highlighting a distinctive advantage associated with the product. In addition to their growing direct purchasing power, young people also greatly influence family purchasing, to the tune of $20 billion dollars in Canada in 2004.58 Young people also exert strong decision-making power in their families as they end up accounting for 30%-40% of the products in the grocery basket when they go food shopping with their parents.59

Marketing managers therefore have every interest in attracting this young audience which plays a crucial role in product selection, especially beverages. In 75% of cases, a child’s first request for a food product, from as young as age 2, will be in a supermarket, with the most popular item being breakfast cereal (47%) followed by drinks and snacks (30%).60 In the United States, children go grocery shopping with their parents an average of two to three times a week and account for approximately six items in an average basket.61 This explains why, in 2006, food companies spent US$195 million to target children and teens at points of sale.62
Moreover, according to some experts, child-focused marketing at points of sale is set to intensify in the coming years because heavy competition between stores and the low profit margin on food are putting increasing pressure on retailers to find additional sources of profit.

Even distribution strategies and point-of-sale promotions that do not target children directly can have an impact because they are visible to everybody, including children and teens. Increasing the visibility of products such as sugar-sweetened beverages can undermine efforts to reduce their consumption. In fact, being exposed so frequently to such promotions tends to make people view regular consumption of SSBs as normal and to underestimate the risks associated with it.

**Retail Distribution**

With nearly $70 billion in sales in Canada in 2005\(^6\) and $20.5 billion in Quebec in 2007,\(^7\) retail distribution dominates the food sector. Although supermarkets and food-based grocery stores still dominate the food and drinks market, we see sales trending upwards in “non-traditional outlets” such as pharmacies and discount stores. The proliferation of points of sale is forcing retailers to become increasingly inventive to sell their products.

**Supermarkets and independent grocers**

Whereas in the 1960s an average grocery store stocked approximately 2,000 different items, a supermarket today offers more than 25,000.\(^8\) Furthermore, 73% of food and drinks sold in Canada in the 60s were distributed through such “traditional” stores.\(^9\) In Canada today, three large chains dominate the supermarket category: Loblaws, Sobeys and Metro. With their massive floor space, supermarkets generally carry all brands of sugar-sweetened beverages and offer consumers a vast choice of packaging and formats, from single refrigerated cans near checkouts to 12-packs on shelves, 2-litre “family” bottles, as well as new small-format (6 x 222 ml packs) and mid-size formats (710 ml). In general, these beverages are bought to be consumed at home and are therefore not refrigerated in-store, although they are sometimes in refrigerated aisles (see photo opposite). It is also not unusual to see a vending machine at the supermarket entrance.
Convenience stores

Cold drinks are one of the largest product categories in convenience stores in terms of sales. This is why they are so widely displayed, relying on careful placement, attractive pricing and abundant promotional material. Despite the vast range of new products on the market (energy drinks, sports drinks, enriched water, etc.), soft drinks remain the category that these stores sell the most, with 31.7% of the total cold-drinks market. In fact, “54% of all consumers buying a drink [in a convenience store] opt for a soft drink”, accounting for nearly $200 million in sales in Canada. Energy drinks are not far behind and are the most promising category in terms of growth. They show no signs of slowing and now represent 30.3% of the cold drinks category.

Most sugar-sweetened beverages (cold teas, sports drinks, vitamin-enriched water, etc.) are also distributed in convenience stores. However, as soft drinks and energy drinks together make up the largest part of the market, it is these drinks that attract the most strategic marketing. This does not deprive other SSBs of their classic status in these stores, such as slushies, which are mainly targeted at children and teens. The Couche-Tard chain has also launched numerous advertising campaigns for its “sloche”, as well as a website clearly aimed at young people: [www.sloche.com](http://www.sloche.com).

As for the product formats available on convenience store shelves, they can be markedly different from what you find on supermarket shelves. Purchases in convenience stores, service stations and vending machines are generally for immediate consumption. They are usually displayed as singles in coolers or 4-, 6-, or 8-packs of cans or bottles. Thus, in convenience stores, single-formats for immediate consumption are among the best sellers even though take-away bottles are gaining in popularity. No fewer than 88% of the cold drinks bought in convenience stores are for immediate consumption. According to Andy Siklos, Vice President, Retail Sales at PepsiCo Beverages Canada®, the 591 ml formats are “very popular”.

Other Establishments Selling Food and Drinks

While at one time concentrated in specialist stores, food is now available in many “non-traditional” outlets. A growing proportion of food in Canada is bought in such establishments: pharmacies, warehouse clubs (e.g.: Costco), discount stores (e.g.: Maxi, Super C, Walmart, Dollarama). Diversification seems to be the watchword in these outlets, with food treated as essential for a survival of the store. These non-traditional food distributors are even gaining market share at the expense of supermarkets. In fact, in Quebec, pharmacies, general stores and warehouse clubs account for 7%, 7.5% and 8.4% of all food sold (in terms of value), respectively, while the corresponding figures for Canadian households are 8%, 12% and 18%.77
Pharmacies

While their primary purpose is to provide drugs, advice and hygiene products, Canadian pharmacies are now transformed into veritable mini-supermarkets, mainly by expanding their food sections. Far from offering a range of foods with a high nutritional value, as you might expect, Canadian pharmacies offer, among others, a wide choice of sugar-sweetened beverages. All categories are represented in a range of formats. Although individual-format drinks are the most common, family formats and multi-packs are also available. The SSBs are generally featured with packed coolers and shelves, promotional material and frequent discounts. Moreover, some pharmacies are developing their own SSB brands, like Shopper Drug Mart®, which now offers its own Life® brand of vitamin-enriched water. 79

However, we should remember that the nutritional analysis in Volume 1 of this report showed that vitamin-enriched water has significant amounts of sugar and calories per portion, along with low vitamin and mineral content, concluding that the added vitamins and minerals do not constitute viable grounds to justify their consumption.

It is therefore reasonable to question what message a pharmacy is really sending consumers when it distributes and promotes sugar-sweetened beverages. From a legal viewpoint, the “food and other” section and the “pharmacy” section are two separate entities, even though in the eyes of consumers they are part of the same store. In fact, in most cases, to a shopper in the store, nothing concretely distinguishes the two entities, although legally they are not governed by the same regulations. Selling SSBs in pharmacies can therefore give them an inappropriate “healthy” aura in the eyes of consumers.
Aggressive Marketing

In retail establishments, sugar-sweetened beverages are generally marketed aggressively, increasing their attractiveness even more. In addition to strategic in-store placement and on shelves, SSBs are intensively marketed mainly through point-of-sale (POS) advertising aimed at attracting attention and supporting brand image.

Shelf Space and In-Store Availability

Shelf space and product availability in stores are not left to chance and are a way of targeting children and teens. To do so, “every grocery store and supermarket has its own ‘planogram’ which determines how every product is displayed from entrance to exit, including aisles, ends and temporary stands”. In-store placement is thus scientifically engineered to “further a strategy aimed at ‘pushing’ products, to make them flow”. Some in-store and shelf positions generate more sales than others and are therefore included in contract negotiations between manufacturers and retailers, the manufacturer paying either a flat or volume-based “slotting fee” to secure it. Some large companies like Coca-Cola and PepsiCo have the resources to monopolize major portions of shelf space while less powerful manufacturers—although they may offer more nutritious products—need to make do with slots that are less conducive to sales.

So, which positions are the most effective at promoting sales? First, the more sheer space a product occupies, the better his sales are. Second, eye level is best for a product to be noticed quickly by consumers. Gondola caps (and ends of aisles) are also positions of choice to boost sales, which is why these locations are sold to manufacturers for a higher price. Lastly, products placed near checkouts are often great sellers, as they appeal to the consumer’s impulsive tendencies. Remember that 53% of purchases in a large store or supermarket are impulse buys.

Moreover, certain positions are earmarked specifically to entice children and increase pressure on parents to buy, in particular:

- the centre shelves in aisles (eye level for most consumers, but also eye and hand level for children sitting in shopping trolleys)
- ends of aisles and displays near checkouts

Strategically, how sugar-sweetened beverages are placed depends on whether they are sold in individual format, family format, bulk-packaged, to take away or to consume immediately. They are very often in the most sought-after locations. In fact, retailers don’t hesitate to multiply these strategic placements to promote sales. Indeed, to support them in this objective, they can count on sales reps of suppliers such as Coca-Cola and PepsiCo Beverages Canada to equip them out with planograms identifying the best arrangements of cold drinks on shelves and in coolers, as well as key information on market trends, innovations and promotions. In the point of sales that are part of the “retail distribution” category, sugar-sweetened beverages are thus found in a number of key positions.

In addition to the aisle normally dedicated to them, SSBs are generally seen at store entrances, at ends of aisles, in the middle of an aisle on a special display, in other aisles (e.g. chips) and near checkouts. Multiplying in-store placements in this way increases their visibility and promotes cross-purchasing. In fact, we know that sugar-sweetened beverages are often bought along with another product (chips, snacks, savouries, etc.) and that grouping these products together promotes sales.
In the example opposite, the retailer, in concert with the manufacturer who is paying for this space, has positioned these discounted 12-packs of soft drinks at the store entrance, so that a visitor can't get past it without noticing. In fact, as soon as you open the door of this store, you literally come face to face with these drinks, inevitably exposing consumers to their presence.

And in the photo on the next page, vitamin-enriched water is placed in the centre of the aisle leading directly to the checkouts. At the other side of this display are energy drinks. By pulling these drinks off the shelves to position them at the centre of the aisle, the retailer is clearly attracting the consumer’s eye to these products. Moreover, the “every day!” sign tends to normalize the daily consumption of vitamin-enriched water. Remember that these drinks contain 32 g of sugar per bottle (about 8 teaspoons) and that they should not be consumed on a regular basis.
When a supermarket or grocery store has a “ready-to-eat food section, often consisting of sandwiches and salads, individual-format SSBs are often nearby. And there will be everything from plain bottles of water to soft drinks, energy drinks and iced tea.
Furthermore, small coolers are often installed near checkouts to entice consumers waiting in line. A review aimed at Canadian convenience stores and service stations advises retailers to “place an assortment of cold soft drinks on a shelf 5 feet from the checkout to make the most of impulse buying” and sell more soft drinks. These coolers are often built and rented to the retailer by the manufacturer. Sometimes, if a retailer has such a good run of sales that he runs out of stock, the manufacturer will give him some of the product as a “gift”. This is a way that large manufacturers have of buying selling space to maintain a constant presence.

In convenience stores, 88% of cold drinks are bought for immediate consumption. This is why you often find coolers there filled with individual formats. Also, according to research by PepsiCo Beverages Canada®, “the average customer takes 12 seconds to select a cold drink in a cooler. If he doesn’t manage to find his drink within 30 seconds, he leaves the store…” It is therefore clearly in the retailer’s interest to organize his space to highlight the most popular drinks and make them easily accessible. Drinks considered to be “healthy” (fruit drinks, sports drinks, vitamin-enriched water), however, are becoming more trendy and now occupy significant space on shelves and in coolers. Nonetheless, according to the nutritional analysis we carried out in Volume 1 of this report, these drinks are not always the best choice for consumers.

Placement that Tries to Position the Product as “healthy”
Placement on shelves and in coolers can also create a false perception among consumers about certain SSBs. Let’s take for example this planogram proposed by PepsiCo® for the convenience store and service station sector in Canada:

![Planogram Suggested for a 8-door Cooler - All Categories and All Brands Confondues](image-url)
We see that the supplier classifies these drinks into two categories: “energy/pleasure” drinks and “health” drinks. This last category includes juice drinks, smoothies, iced teas, enriched water and sports drinks. According to the nutritional analyses carried out in Volume 1, these drinks are more than anything sugar-sweetened beverages which should not be positioned as “healthy” choices. To display enriched water such as Vitaminwater® near ordinary water could lead the consumer to believe that it is a “health” drink. The fact is, although its main ingredient is effectively water, a 591 ml bottle of Vitaminwater also contains 32 g of sugar (about 8 teaspoons), which makes it markedly different from the bottle of plain water beside it. On the Couche-Tard website, enriched water is put in the same category as water and is defined as a healthy, trendy product, totally ignoring its high sugar content: “Be trendy... and healthy! Vitamin-enriched water has made a dazzling entrance onto the market, as these products provide hydration as well as essential nutrients. Enriched water, offered in a range of flavours, contains fewer calories than most juices and ordinary drinks.”

And what do smoothies, iced teas (22 g of sugar / 250 ml – Nestea) and juice drinks (50 g of sugar / 547 ml – Fuze), have to say for themselves? Although these drinks are positioned alongside 100% pure fruit drinks, milk and water, they are high in sugar, which drinks consumed on a regular basis should not be. In addition, some of them display warnings that call into question their classification as “health” drinks. For example, Fuze® is regularly found alongside fruit juice although it contains a series of major warnings related to its consumption. Last but not least, we should remember that although sports drinks can be effective for recovery after strenuous efforts, this type of marketing makes them accessible for everyone, athletic or not, and suggests that they can be consumed like simple refreshments although they also have high sugar content.

Therefore, by categorizing these drinks as “health” products, and placing them as such on shelves and in coolers, these products enjoy a favourable aura of “health” which is not always justified and can mislead the consumer.

**Point-of-Sale Advertising**

POS advertising is a very popular form of promotion to push a product and influence the consumer’s final choice. It can take several forms: posters, displays near checkouts and at ends of aisles, mini-posters on shelves, window stickers, mobiles over aisles, brand logos on permanent fixtures such as refrigerators, discount coupons beside the target product, islands dedicated to a single product, etc. Also, POS advertising is more like the “Promotion” element of the marketing mix; it is used directly in the various places where SSBs are distributed, and that is why we have chosen to look at this strategy in the chapter on placement.

The objective of POS advertising is to attract the consumer’s attention by staging the product to promote its attributes and benefits, its price, its composition, or to directly involve the consumer. “A study conducted on behalf of the Snack Food Association among 21 US companies selling at least 5 different products, showed that POS advertising was a more effective strategy than discounts, external posters, radio, daily newspapers or television”. Furthermore, “shopper marketing”, which means targeting the consumers in the store, is recognized by both retailers and manufacturers as one of the activities offering the best return on investment. Sugar-sweetened beverages benefit from frequent POS advertising, which would account for 52% of soft drink sales.

Given that the sale of a product benefits both the retailer and the manufacturer, everyone invests in POS advertising. Retailers are interested in permanent promotional material most of the time, while the heads of manufacturers’ marketing affiliates are more interested in temporary promotional material.
POS advertising developed by marketing heads is offered to retailers, who make the final decision to use it or not. To ensure the cooperation from retailers, manufacturers have more than one trick up their sleeve. They can negotiate advertising space with the retailer and pay a “fee” to occupy this space, or they can use incentives such as a sales-based bonus to motivate the retailer to pull out all stops to sell the product. “For example, this bonus can be a free case for every 10 cases sold. In such circumstances, the retailer has an interest in quickly running out of stock of this product to claim his bonus.”

Window and Outdoor Displays at Point of Sale: The First Interface with the Consumer

Window ads can offer the retailer many benefits. They can announce that a product is available inside or highlight a product promotion. However, the primary objective is to draw the consumer into the store. Convenience store windows are often covered with all types of posters and logos. As energy drinks represent a particularly booming market among the young generation, we frequently find major brand logos (Red Bull, Hype, Monster, Guru) on convenience store windows.

Outdoor promotional tools at outlets, including posters, window stickers and display racks, are also commonplace for SSBs. The photo below shows the outside entrance of a convenience store in St-Lin-des-Laurentides, Quebec. You can’t miss this promotion of a wide range of SSBs. Note, first of all, that an exclusive-offer vending machine lets customers who are in a hurry buy vitamin-enriched water without going inside the store. For instant information value, this vending machine is supported by a large cardboard poster showing pictures of the product. Then, a Coca-Cola Zero display stand offers “refreshing promotions” of soft drinks, energy drinks and sports drinks. All the brands displayed here (NOS, Monster, Powerade, Full Throttle, Coca-Cola and Vitaminwater) are brands that belong to or are distributed by The Coca-Cola Company. Lastly, at the right of the photo, you can see the convenience store window displaying Coca-Cola colours and logo. This seems to be particularly intense POS advertising for the Coca-Cola brand and remarkably aggressive for visitors, especially for younger people who often wait for their parents in the car and are thus strongly exposed to this type of POS advertising. The sales reps of the major cold drink brands don’t miss a chance to provide retailers with posters displaying prices and new offers.
Coolers with Logos
You have certainly noticed that it is very rare to see a
drink cooler that is not sponsored by Coca-Cola, Pepsi,
Monster or some other SSB, particularly in convenience
stores. Supermarkets are also full of coolers of all brands
and sizes. You often find small coolers near checkouts,
plus giant fridges as end caps on racks.

The photo opposite clearly shows how prominent POS
advertising can be. This particular promotional tool has
not only a central fridge but also shelves on either side
stuffed with different SSBs: fruit drinks, vitamin-enriched
water, sports drinks, energy drinks and iced teas. The top
of the fridge highlights the brand: Glacéau, Vitaminwater.
The two other panels at the top advertise Fuze fruit-
enriched drinks and Monster energy drinks. It is difficult
to go by this POS advertising without noticing it.

Some coolers are also built to look like the product they are selling. We are
referring here in particular to coolers that look like cans of Red Bull (see
opposite).

Convenience stores and service stations are particularly keen to ask supplier
reps to provide POS advertising for coolers that “emphasize new offers, inform
consumers and encourage them to try them”. 114

Free-Standing Displays
Free-standing displays or “merchandisers” seem to have a strong impact on
sales. 115 A merchandiser allows a product or range of products to be
highlighted by pulling them off the shelves and placing them near checkouts,
in the beverage aisle or in the middle of another aisle, such as the crisps and
frozen pizza aisle. Merchandisers positioned to attract the consumer’s eye can
be used to announce a discount, a new product, a competition or can simply be positioned to encourage
sales of a product. The use of attractive colours and catchy slogans such as “Red Bull gives you wings”
(Red Bull) and “Small can, big flavour” (Coca-Cola mini) are used regularly.

As merchandisers are free-standing displays, they are low and at perfect eye and hand level for children,
which encourages them to ask their parents to buy products that are sometimes strongly not
recommended for this segment of the population (energy drinks).
**Mini-Posters on Shelves**

SSB consumption is seasonal to a certain extent, and therefore so is the associated advertising. The example below highlights a mini-poster in the “back-to-school specials” section (September 2010) near the beverages. The message in smaller print advertises “Back-to-school savings—Great ideas at reduced prices”. The presence of this mini-poster in a section for energy drinks and vitamin-enriched water should not be glossed over. By associating these drinks with back-to-school, the suggestion is that these drinks can be “great ideas” for young people starting the new school year. In fact, students often consume energy drinks to stay alert and study more. The presence of this label on the shelves could enhance the perception that this behaviour is normal, by associating these drinks with returning to school. It is therefore all the more debatable, given that the consumption of energy drinks is not recommended for young people, mainly due to their high caffeine content.116
Other Promotional Tools
There are also other promotional tools which, depending on the creativity of marketers, can take various forms. Let’s take, for example, this cardboard display sitting atop a Coca-Cola® pyramid in a central part of a Montreal IGA store. For many years, the Coca-Cola brand has been associated with polar bears, a marketing device it widely uses to convey a sympathetic and positive image to consumers of all ages. For the 2011 Christmas period, POS advertising showed the famous polar bears happily drinking Cokes in their igloo decorated with Coca-Cola Christmas stockings.
Restaurants

In Canadian restaurants in 2009, soft drinks were the second most-consumed beverage after coffee.\textsuperscript{117} It is not just soft drinks; it is all sugar-sweetened beverages that can be found on menus today. Although energy drinks used to be distributed in bars and festive venues, they can now be found in some restaurants. This recent availability tends to normalize the consumption of these drinks and can, by that very fact, multiply the occasions for consumption.

In addition to full-service, sit-down restaurants, sugar-sweetened beverages are also very widely available and consumed at fast food counters (McDonald’s®, Burger King®, etc.). Young people love fast food.\textsuperscript{118} To attract this target audience of increasingly younger consumers,\textsuperscript{119} the fast food industries are using a profitable strategy: provide easier access to their restaurants.\textsuperscript{120} A study highlighted that ease of access was cited by 80% of respondents as one of the main reasons for eating at a fast food restaurant.\textsuperscript{121} It is therefore profitable for these restaurants to position themselves close to strategic locations, such as hospitals, businesses, retail parks and also schools. Thus, 37% of public schools in Quebec are no more than a 15-minute walk away from a fast food chain.\textsuperscript{122}

Drinks Flowing Freely

In fast food restaurants, sugar-sweetened beverages are generally distributed from the fountain, sometimes on an “endless” (all you can drink) basis. This practice can encourage visitors to drink large quantities of these beverages. This strategy leaves the consumer thinking he is receiving “value for money”, whereas it costs the restaurateur virtually nothing extra, given that the cost of a fountain soft drink varies between $0.05 and $0.20 per portion.\textsuperscript{123}

Exclusive Contracts

Some of these chains maintain privileged relationships with SSB brands. One example of this is Coca-Cola® and McDonald’s®, who have been close partners for more than 56 years. Both of these companies, leaders in their respective fields with strong, well-anchored brand images, target mainly the young-consumer market, relying on each other to succeed and face the competition.\textsuperscript{124,125} This partnership is reflected in particular by McDonald’s® restaurants exclusively distributing Coca-Cola products, thereby raising the brand's visibility among young customers. Pepsi® also has similar relationships with Taco Bell®, KFC® and Pizza Hut®.
These partnerships provide regular opportunities for special promotions on SSBs aimed at a young audience. We have in mind, for example, a McDonald’s® summertime promotion offering any soft drink for $1, regardless of size, or a recent KFC offer, provided you “like” KFC’s Facebook page, for a free sandwich when you buy a 946 ml Pepsi® soft drink.

“Favourite” Status

Fast food establishments tend to offer sugar-sweetened beverages to customers as a matter of course. This privileged status can also be seen on the websites of some fast food chains that clearly highlight sugar-sweetened beverages, describing them, for example, as a “refreshing companion to any meal”. When it involves Triple Offers, the SSB is so blatant that it can leave the customer thinking it is totally his only choice (there is no mention of water, for example, on McDonald’s® Triple Offer page).
The same holds true for box meals offered by KFC, as they indicate that the meals come with a 591 ml soft drink.\textsuperscript{128}:
These examples provide a relatively accurate picture of the placement and marketing of sugar-sweetened beverages in fast food establishments. They are generally promoted on posters and menus, in the sense that photos of Triple Offers often suggest a sugar-sweetened beverage and not a bottle of water. If these sugar-sweetened beverages enjoy privileged placement and are highlighted in these establishments on a regular basis, it is because they cost little to produce and generate high profits.

**Promotional Materials in Restaurants**

To promote their products, major brand reps are able to offer restaurateurs a vast battery of promotional materials: umbrellas, fridges, tables, posters, display stands, menu pictures, panels to indicate opening hours, etc. These tools understandably reflect the particular brand. To attract the attention of families, restaurateurs don’t hesitate to make extensive use of the materials provided, which often promote SSB brands.

Not only people going into the store, but also those just going past it are therefore strongly exposed to SSB brands. This marketing strategy tends to significantly increase the visibility of SSB brands and could stimulate demand for these products among children, due to the strong suggestive power of this type of material.
Bars

All sugar-sweetened beverages are generally distributed in bars. They can be consumed neat or used as mixes in some cocktails. The distribution of energy drinks in these places can raise certain concerns. In fact, in its report entitled *Boissons énergisantes: risques liés à la consommation et perspectives de santé publique,¹²⁹* the Institut national de la santé publique du Québec (INSPQ) emphasized the risk associated with mixing energy drinks and alcohol. Caffeine can, among other things, could actually “reduce the perception of symptoms of intoxication to alcohol, without reducing the negative effects of this substance”. Moreover, the combination of diuretic substances like caffeine and alcohol increases the risk of dehydration. In this respect, Health Canada now requires the labels of these products to state “Do not mix with alcoholic drinks.”¹³⁰

But what about the sale of cocktails in bars, such as Vodka Red Bull? Also, like all restaurants, some bars receive promotional material that clearly evokes SSB brands, including energy drinks, as the example below demonstrates. Although children and teens do not frequent these types of establishments, promotional materials displayed on terraces are seen by young people and expose them to SSB brands.
Cinemas

It is now commonplace to see food and drink distributed in cinemas. This also generally includes a wide choice of sugar-sweetened beverages, mainly soft drinks sold from the fountain or in bottles. The marketing surrounding fountain drinks can drive consumption. Indeed, we have already seen in Volume 2 of this report that large-format SSBs are a better value for money than small formats, especially in cinemas. This pricing strategy is also accompanied by promotional material making the same point.

In the example opposite, the consumer is blatantly encouraged to “Order the bigger size” of SSB.

Vending Machines

The 1930s saw the first Coca-Cola® vending machines appear on the market. This invention made sugar-sweetened beverages physically available to everyone, anytime, anywhere. We now see vending machines in many places frequented by young people, especially in arenas, schools, universities, libraries, certain festivals, etc. They are also installed in many public places, such as national parks and train and bus stations. Bizarrely, we also find vending machines at the entrance of some supermarkets, despite the fact that they sell SSBs themselves.

The sports drink brand Gatorade® even has a distribution strategy dubbed Point of Sweat (an ironic reference to Point of Sale, a much-used marketing phrase), aimed at installing a vending machine or establishing a presence wherever the consumer is sweating. This simple perspective helped them substantially increase their number of points of sale.131

Some vending machines now offer only energy drinks. The vending machine in the example opposite is built to look like a Monster Energy® can and is right in the centre of the new bus station in Montreal. It only offers energy drinks distributed by Coca-Cola®. As for the photo below, it was taken at Québec City’s 2012 Winter Carnival. This event is frequented mainly by families with young children on a day out.

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iv Latin Quarter Cinema
Nonetheless, near the site’s main attraction, you can see this vending machine that looks just like the Rockstar® energy drink distributed by Pepsi® beside another vending machine for Pepsi® soft drinks. At a time when the scientific community is strongly recommending against children and teens consuming energy drinks, the presence of these particular vending machines in places frequented by young people is questionable.

Vending machines allow fast, inexpensive and autonomous transactions that offer individual format drinks for immediate consumption. In this respect, they are also described by the Quebec Ministry of Agriculture, Fisheries and Food (MAPAQ) as an “alternative mode of distribution well adapted to the nomadic lifestyle of today’s consumer”. In addition to their unmissable presence, vending machines are becoming increasingly dynamic and attractive to a young clientele eager for new experiences and addicted to social media. In fact, PepsiCo® recently launched its “Social Vending System™”, which offers consumers an interactive touch screen to let them send drinks as gifts to their friends. For its part, Coca-Cola® has come up with its “Freestyle” vending machine, which lets consumers mix and match over 100 flavours of Coca-Cola® products any way they like. Although these innovations have not yet hit the Canadian market, they are spreading fast in the United States and, by all accounts, consumers are taking to them in droves. As evidence of their success, Coca-Cola’s “Freestyle” machine is now available at over 1,300 locations in the United States, and its Facebook page has more than 50,000 fans.
Street Vendors: Distribution for Free (or Almost)

Who hasn’t ever seen the famous Mini Cooper crowned with a can of Red Bull®, or a Monster® truck surrounded by young ladies decked out in brand colours handing out products to passers-by? In truth, whether you’re just walking down the street, attending a musical or sports event or even directly on a college campus, you stand a strong chance of being hit by an SSB distribution campaign, particularly one for energy drinks. When they were considered to be natural health products, however, energy drinks theoretically could not be handed out free in the street, as they were governed by the Natural Health Products Regulations. However, in return for a trivial contribution (sometimes 1 cent), companies have somehow managed to circumvent this prohibition and appear on Canadian streets, as seen in the photos below.

Sponsorship of sports, musical or artistic events by SSB brands usually means their products will be distributed to the participants and spectators, even if they are minors. Although Canada has never passed a law governing sales to minors, the expert group recently consulted by Health Canada issued the following recommendation: “Health Canada should restrict consumption of drinks containing stimulants to adults at least 18 and over” due to the potentially health-damaging effects on young people. Also, although energy drink brands promise not to aim promotions at young people, a number of complaints have been filed regarding questionable promotional activities (including distribution), mainly by Jim Shepherd, who is for more stringent regulations on these products following the death of his young son possibly in connection with consuming an energy drink (Appendix 4).

Soft drinks are also widely distributed for free as part of entirely legal promotional campaigns. Below, a message relayed on the Brigade du bonheur au Québec’s Facebook wall (which we’ll talk about in detail in Volume 4 on promotion) invites fans to gather round a free Coke.
Above, another demonstration of the extent of the phenomenon, as young people distribute Dr. Pepper to passers-by at the Montreal Grand Prix in summer 2011.

“Exemplary” sites

There are other places frequented by young people that can offer sugar-sweetened beverages in vending machines or cafeterias. Specifically, these include educational establishments such as primary and secondary schools, colleges and universities. When we look at the SSB distribution networks, we also need to consider non-commercial food services such as institutions (e.g. hospitals) and recreational facilities (e.g. arenas). These public establishments are different from those we mentioned earlier in that their purpose directly affects the education, health or lifestyles of young people. We therefore expect them to set an example by offering food that is consistent with their mission and their public goals.

In recent years, several provincial governments have focused on this “exemplary” purpose to implement food policies aimed at improving the food offered in schools and hospitals. Also, some municipalities have taken the lead in setting out to improve the food and drinks offered in establishments under their jurisdiction (e.g. arenas, community centres, sports centres, etc.). We will look more closely at these measures, paying particular attention to sugar-sweetened beverages and how they are treated.
In Schools

Several provinces have taken the lead on sugar-sweetened beverages in schools.

Quebec

In 2007, the Premier of Quebec, Jean Charest, presented a policy framework for healthy eating and a physically active lifestyle in the educational environment, *Pour un virage santé à l’école.*

The policy framework has three major themes:

- The educational environment connected with a healthy diet and physically active lifestyle
- Education, promotion and communication
- Getting partners involved

One of the measures proposed in this policy framework focuses specifically on sugar-sweetened beverages by proposing to remove food with low nutritional value from the choices offered in public and private educational establishments for both young people and adults. The foods to be banned would include sugar-sweetened beverages, drinks with sugar substitutes (diet drinks), as well as drinks with added sugar.

An initial report published in November 2011 indicated that nearly 80% of educational establishments had removed SSBs from their main food services and that 84% of them had removed food with sugar as a main ingredient from their vending machines. These results, however, were uneven as, in 2009 “soft drinks, drinks with sugar substitutes and sugar-sweetened beverages were still found in half of the establishments”.

Alberta

To ensure that children and young people have access to healthy food choices wherever they live, the government of Alberta, in 2008, published *Nutrition Guidelines for Children and Youth* to help Albertans create an environment that provides and promotes healthy eating choices. In this context, schools were invited to avoid drinks such as soft drinks, iced teas, sports drinks, diet drinks, fruit punches, fruit drinks and lemonade, as well as drinks containing caffeine.

British Columbia

Recognizing that children who are healthy have better learning capacities and that schools offer the ideal framework to allow young people to make healthy choices, the B.C. government has published guidelines for the sale of food and drinks in schools throughout the province. These guidelines apply to all distributors, school stores, cafeterias and fundraising activities using food or drinks in a school setting. Drinks with sugar as the main ingredient or the main ingredient after water are banned in schools. Therefore, all types of sugar-sweetened beverages are “not recommended”, such as slushies, iced teas, fruit drinks, soft drinks and most sports drinks, etc., while diet drinks are reclassified as “choose sometimes” and only in secondary schools.
Ontario

Based on the same principle, in 2010 the Ontario Ministry of Education implemented a policy on food and drinks in schools. Separate food standards for drinks have been developed for elementary schools and for secondary schools. For example, sales of iced teas, energy drinks, sports drinks, soft drinks, flavoured water and juice drinks (lemonade/orangeade) are banned in elementary schools. In secondary schools, although energy drinks and sports drinks are also banned, iced teas, soft drinks, flavoured water and juice drinks (lemonade/orangeade) are permitted on an exceptional basis (not to exceed 20% of choices) on the condition that these drinks contain no caffeine and fewer than 40 calories. Some exceptions are allowed, specifically drinks that are offered for free in schools, drinks brought from home or bought outside school premises and not intended for resale inside the school, as well as drinks sold for fundraising events off school premises. Lastly, the school’s principal can designate up to 10 special days during the school year (or fewer if the school board so decides) on which food and drinks sold in school do not need to comply with these provisions.

Manitoba

The government of Manitoba has issued guidelines for food nutrition in schools. All fruit drinks such as cocktails, nectars, punches and other slushies are considered food that can be served “rarely” (once or twice a month or less). Also, schools must not offer less-healthy foods such as soft drinks to reward students for good behaviour, the organization or the participation in fundraising activities. Lastly, the policy clearly states that schools must not enter into exclusive soft drink contracts.

New Brunswick

The New Brunswick Ministry of Education issued Policy 117 on nutrition and the improvement of food supplies in schools, which came into effect in 2005 and was revised in 2008. This policy sets the minimum requirements for healthy food in public schools throughout the province. It identifies certain foods as “not to be served in school” due to their low nutrition value. These include, among others, soft drinks and other sugar-sweetened beverages (lemonade, iced teas and sports drinks).

Nova Scotia

In 2006, Nova Scotia issued a directive and guidelines on food and beverages served and sold in schools. The policy asks schools to serve and sell only milk, 100% pure juice, and water.
In Hospitals

Given their missions and responsibilities, establishments of the health and social services sector should lead by example and offer an environment that promotes a healthy diet and a healthy lifestyle. They must display a coherent message between the theory of healthy eating and the food offer in their cafeterias and vending machines. A number of initiatives have been taken in this direction.

A food policy for the health sector

Earlier, we saw that a number of Canadian provinces have taken concrete actions on the distribution of sugar-sweetened beverages in schools. In Quebec, a similar food policy was also implemented in the health sector in 2009. This reference document was aimed at establishments of the health and social services sector to help them develop appropriate food policies. Entitled “Miser sur une saine alimentation: une question de qualité”, it was developed as part of the provincial government’s 2006-2012 action plan to promote healthy eating and lifestyle and prevent weight-related problems. Section 1 on “offering meals and snacks with high nutrition value” clearly emphasizes that sugar-sweetened beverages (soft drinks and fruit-based drinks) and drinks containing sweeteners must be removed from the food offer. Healthcare facilities have until March 2013 to comply with this policy.

Therefore, we still observe the presence of low-nutrition drinks in certain vending machines today.

The photographs below were taken in healthcare facilities in Montreal’s suburbs. Clearly evident is the presence of Rockstar® energy drinks and Fuze®. On the back of these bottles, there is a warning that they should not be consumed several hours before or after taking medication and that “pregnant or breast-feeding women should consult a health professional before using this product”. One may therefore wonder what they are doing in a hospital.
“Healthy” Vending Machines

In response to the food policy for the health sector, some establishments have developed interesting initiatives to offer healthier choices not only to patients but to staff as well. The novel “healthy” vending machine project in Montreal’s Sainte-Justine University Hospital Centre is a good example. This project was launched in 2008 to replace three traditional vending machines with “healthy” ones (drinks, meals, snacks). Special attention was paid to their visual presentation to make them attractive. A touch screen also let visitors learn more about the dispensed products, and offered a “nutrition game” to kids. Soft drinks (except for flavoured milk containing 22 g total sugar or less per 250 ml portion) are banned in these vending machines. The project assessment showed that user satisfaction was as high with these vending machines as in the past. The conclusion drawn from this experience was that “it is possible to influence user choices at the point of purchase by promoting healthy eating habits.”

In British Columbia, guidelines were also issued regarding vending machines in public buildings in the province (including hospitals). Thus, most sugar-sweetened beverages were banned.
In Municipalities

Recreational facilities are generally frequented by young people and some of them proactively participate in the adoption of healthy lifestyles amongst this population by allowing them to be active and take part in physical activities. This is especially true in arenas. In this respect, the food offered at these facilities should be appropriate and systematically present a choice of healthy food and drinks that meet the nutritional requirements of young athletes, while limiting access to products with too-high fat, sugar or salt contents. Sugar-sweetened beverages are still too often distributed in arenas and certain other recreational facilities via food services or vending machines. These practices once again tend to normalize the consumption of these beverages at all times and in all places.

Certain provincial-level policies provide guidelines governing what can be offered at recreational facilities. This is the case in Alberta, which suggests limiting the portions offered at recreational facilities and community centres when it consist of less nutritious choices such as soft drinks and sports drinks. The recommended format is 237 ml. Some municipalities in Quebec have chosen to ban energy drinks from their municipal buildings, thereby improving the range of products offered at some recreational facilities.

Some interesting initiatives are also underway internationally. In 2012, the city of Seattle removed soft drinks and sports drinks from vending machines in its parks and community centres and replaced them with milk and juices. In Boston, two years after public schools were prohibited from selling sugar-sweetened beverages such as fruit drinks, soft drinks and sports drinks, secondary school students now consume substantially fewer SSBs. In addition, in early 2011, the Mayor of Boston announced that measures would be taken to gradually prohibit the sale, advertising and promotion of SSBs on city property. For its part, San Francisco banned SSBs in vending machines belonging to the city in 2010.
Recommendations for the Distribution of Sugar-Sweetened Beverages

From Findings to Action

Throughout this third volume, we have shown firstly that sugar-sweetened beverages are widely distributed (supermarkets, convenience stores, service stations, pharmacies, arenas, restaurants, cinemas, hospitals, vending machines, etc.) and secondly that they are often promoted by virtue of their in-store position and by point-of-sale advertising. This omnipresence undeniably influences eating habits and certainly contributes to the high consumption of sugar-sweetened beverages.

How can these beverages be considered exceptional items when they are readily available everywhere and benefit from an aggressive marketing? As the consumption of sugar-sweetened beverages is associated with obesity and many other health problems, their distribution should be better regulated, particularly in places frequented by young people.

To make public health messages consistent with the food offer in our environments, it is possible to take actions at every level to reduce the availability, visibility and attractiveness of SSBs while promoting healthier beverages. Furthermore, a recent RSEQ survey found that 60% of the 10,000 young Quebeckers who responded said that “having access to a better food offer in places they often visit, such as gas stations and cinemas, would help them cut down on junk food”.161 Here, then, are some avenues for action that would be interesting to explore in all Canadian provinces.

Retailers and Restaurants

The concern over the consumption of energy drinks by young people seems to have produced a consensus, because we see more and more initiatives aimed at limiting the distribution of these drinks in places that they frequent. Indeed, one convenience store owner in Trois-Rivières has decided to take the lead and ban the sale of energy drinks in his establishments to kids under 15 years of age. This is an initiative that positively demonstrates the power of social responsibility among distributors.

Regarding the marketing of sugar-sweetened beverages, there is currently no law governing their promotion in retail establishments. However, minimizing their visibility by imposing a restriction on in-store advertising or by limiting the space allotted to them would be a major step in denormalizing SSBs. Furthermore, according to an RSEQ survey of young Quebeckers, some 45% of them thought it would be useful to restrict and ban junk food from being marketed to young people in order to reduce its consumption.162
It would be interesting, for example, to restrict the visibility of sugar-sweetened beverages in retail outlets by confining them to the aisle where they are usually shelved. In this way, they could no longer be displayed at the ends of aisles, in refrigerators or in other aisles to encourage cross-purchasing. As a first step, this would allow parents to avoid the SSB aisle if they so desire without being exposed to these beverages in the rest of the store.

In regards to sugar-sweetened beverages in fast food restaurants, we have found that these products are widely offered and highlighted (displayed on menus, promotional offers, automatically included in Triple Offers, etc.) to the detriment of more-nutritious drinks. Is the consumer even aware of the availability of other “healthier” drinks?

**Municipal: Action is Possible**

When it comes to energy drinks in particular, their consumption by children and teens is a source of increasing concern among health professionals. However, they are now available in all types of places, sometime public venues, which tends not only to expose kids to these brands but also to make the consumption of these drinks seem normal. Municipal officials have the power to act in their town or city. Let’s take, for example, the city of Amqui in Quebec, whose municipal council was the first to adopt a resolution banning the sale of energy drinks in buildings belonging to the city (Appendix 5). Several other municipalities have followed suit to support healthy lifestyles among their people. This is the case in Causapscal, Rimouski, Havre-Saint-Pierre, Salaberry-de-Valleyfield, Roberval, Mont-Saint-Hilaire and Saguenay.

Other municipalities are also taking concrete actions to restrict or prohibit the distribution of certain SSBs in their establishments, such as community centres, recreation and sports centres, arenas, etc. This sometimes means offering more nutritious alternatives to its citizens. Effectively, some municipal establishments are still offering junk food, which include SSBs. By making more-nutritious choices available to consumers, municipalities help to “denormalize” the regular consumption of such products.

- Encourage retailers to review their display policy to limit exposure to sugar-sweetened beverages among children and teens.
- Encourage restaurants and especially fast food chains to systematically offer and promote more nutritious drinks (water, milk, 100% pure fruit juice) instead of sugar-sweetened beverages.

- Prohibit the sale of energy drinks in sports establishments and places frequented by young people.
- Limit the distribution of sugar-sweetened beverages in municipal establishments frequented by young people (arenas, community centres, etc.) and systematically offer alternatives that are more nutritious.
**Provincial: Use Existing Public Policies**

Provincial governments are able to take concrete measures to limit the availability of sugar-sweetened beverages in public establishments frequented by young people.

**Buildings under Provincial Jurisdiction**

Provincial governments can prohibit the sale of sugar-sweetened beverages in buildings under provincial jurisdiction, especially in those whose role should involve setting an example, such as schools and healthcare facilities.

**Schools**

Studies have established a relationship between successful learning, eating habits and physical activity. Inadequate nutrition interferes with learning and scholastic success. Recognized bodies such as the World Health Organization (WHO) and the Institute of Medicine (IOM) recommended the development of higher nutritional standards for food available in schools to improve student nutrition\(^{163}\).

With this in mind, several provinces have adopted policies or offered guidelines for food in schools. The thinking around the drink offer forms an integral part of these measures and sugar-sweetened beverages are generally identified as foods to ban or sharply restrict.

It will be interesting for the provinces to evaluate the implementation of such policies in order to identify the obstacles encountered and to support schools in improving their food offer. Thus, the identification and the emphasis on the best practices could benefit all provinces who wish to move forward.

**Healthcare establishments**

Healthcare facilities throughout Canada should be encouraged and supported in offering an environment that promotes healthy eating habits and a healthy lifestyle. At the very least, the sale of energy drinks in cafeterias or via vending machines should be banned in these establishments.

**Energy Drinks and Minors**

They also have the power to regulate sales of certain products, such as energy drinks, to prohibit their sale to minors. In fact, given the potential dangers inherent in consuming energy drinks, the expert committee consulted by Health Canada has recommended that the labels of drinks containing stimulants include the words: “This product is not recommended for children or adolescents under 18 years of age”. Some countries have taken more drastic action by banning the sale of these products outright, as Denmark and Uruguay have done, or by limiting access by young children. Sweden prohibits the sale of energy drinks to anyone under the age of 15.\(^{164}\) A survey of 10,000 young Quebecers revealed that, to reduce junk food consumption among young people, 60% of them backed action to make the sale of energy drinks illegal to anyone under the age of 18.\(^{165}\)

**In Pharmacies**

Relying on the experience with tobacco, provinces have the power to regulate what products can be sold in pharmacies. Today, all Canadian provinces and territories, except for British Columbia and Manitoba, have banned the sale of tobacco products in pharmacies.\(^{166,167}\) In Quebec, it was the Tobacco Act that
ended this practice, supporting a ruling by the Disciplinary Committee of the Quebec Order of Pharmacists that selling tobacco was contrary to the dignity of the profession:

\textit{The Tobacco Act}^{168}

18. It is prohibited to sell tobacco in a business if:
   1. a pharmacy is located within the business;
   2. the customers of a pharmacy can pass into the business directly or by the use of a corridor or area used exclusively to connect the pharmacy with the business.

1998, c. 33, s. 18.

Although sugar-sweetened beverages are different from tobacco as products, their health impact is clearly documented and high consumption, especially among young people, raises major concerns among health professionals. Restricting the availability of these beverages is a first step in denormalizing them. Although, in the legal sense, the food part of a store may be separate from the pharmacy part, per se, both entities are often in the same place. Thus, the presence of sugar-sweetened beverages in such stores linked directly to a pharmacy can create confusion among customers and normalize the consumption of SSBs. To ensure that consumers do not underestimate the impact of sugar-sweetened beverages on health, why not follow the lead of existing tobacco regulations and apply them to SSBs?

**Federal: Lead by Example**

As sales of sugar-sweetened beverages are a provincial jurisdiction, the federal government has little power to regulate their omnipresence. It can, however, lead by example by taking concrete measures to restrict their availability in buildings under federal jurisdiction.

- Prohibit the sale of sugar-sweetened beverages in buildings under federal jurisdiction, particularly those frequented by young people (airports, national parks, etc.).
Appendix 1: About the Weight Coalition

The Quebec Coalition on Weight-Related Problems (Weight Coalition), an initiative sponsored by the Association pour la santé publique du Québec, seeks the required support to demand legislative and regulatory changes, as well as public policies within three strategic areas (agri-food industry, sociocultural and built environment) in order to encourage the development of environments that facilitate the access to healthy choices which will help prevent weight-related problems.

Since its creation in 2006, the Weight Coalition has become a well established advocate supported by nearly 200 partners from various spheres, such as the municipal, school, health, research, education, environment, nutrition, and physical activity arenas.

The Weight Coalition’s partners recognize the importance of taking action and support the following environmental measures:

**Agri-Food Industry:**
- The elimination of junk food and soft drinks in schools and hospitals
- A strict adherence to the food policy in elementary and high schools
- A responsible policy for food display in supermarkets
- Cooking classes in schools to promote the development of culinary skills and the pleasure of eating well
- Moderate-size servings in restaurants
- A special tax dedicated to supporting preventative measures for weight-related issues

**Built Environment:**
- A safe environment surrounding every school to allow children to walk or cycle to school
- A policy for active schools
- Agreements between municipalities and schools in order to increase the use of sports facilities after school hours
- An increase in the number of parks, green spaces, bicycle paths, and walkway systems
- Restricting the use of vehicles in certain zones
- Improving the quality and accessibility of public transportation services

**Sociocultural Environment:**
- Regulations on weight loss products, services, and methods
- Strict application of the regulations governing advertising directed at children
- Legislative measures and regulations to restrict the encroachment of advertising within public spaces
- The creation of an independent body to govern the advertising industry
- The implementation of a policy for work-family life balance to enable families to prioritize their health and well-being

4126, St-Denis Street, Suite 200
Montreal (Quebec) H2W 2M5
Tel: 514 598-8058 | Fax: 514 528-5590
info@cqpp.qc.ca | cqpp.qc.ca
twitter.com/CoalitionPoids | facebook.com/CoalitionPoids
Partners of the Weight Coalition
As of April 19, 2012

Corporate partners:

- Accès transports viables
- Agence de la santé et des services sociaux de Chaudières-Appalaches
- Agence de la santé et des services sociaux de l’Estrie
- Agence de la santé et des services sociaux du Bas-St-Laurent
- Alberta Policy Coalition for Chronic Disease Prevention (APCCP)
- Anorexie et boulimie Québec (ANEB)
- Apothicaire-Consultant
- Archevêché de Sherbrooke
- Association des dentistes de santé publique du Québec
- Association des jardiniers maraîchers du Québec
- Association des urbanistes et des aménagistes municipaux du Québec
- Association pour la santé publique du Québec
- Association québécoise d’établissements de santé et de services sociaux
- Ateliers Cinq Épices
- Azimut Santé
- Carrefour action municipale et famille
- Cégep de Sherbrooke
- Centre d’écologie urbaine de Montréal
- Centre de santé et de services sociaux – Institut universitaire de gériatrie de Sherbrooke
- Centre de santé et de services sociaux de Gatineau
- Centre de santé et de services sociaux de Jonquière
- Centre de santé et de services sociaux de Matane
- Centre de santé et de services sociaux de Papineau
- Centre de santé et de services sociaux de Rimouski-Neigette
- Centre de santé et de services sociaux de Rouyn-Noranda
- Centre de santé et de services sociaux de Témiscaming-et-de-Kipawa
- Centre de santé et de services sociaux des Aurores-Boréales
- Centre de santé et de services sociaux du nord de Lanaudière
- Centre de santé et de services sociaux Drummond
- Centre de santé et de services sociaux Jardins-Roussillon
- Centre d’écologie urbaine de Montréal
- Centre hospitalier de l’Université de Montréal
- Centre hospitalier universitaire de Sherbrooke
- Centre hospitalier universitaire Sainte-Justine
- Centre Normand
- Centre sportif Alphonse-Desjardins
- Chambre de commerce de Fleurimont
- Chambre de commerce de Sherbrooke
- Collège régional Champlain
- Comité Action Matapédia en Forme (CAMEF)
- Commission scolaire de la Région-de-Sherbrooke
• Commission scolaire des Phares
• Conseil québécois du loisir
• Contrast
• CytoKIN
• Direction de santé publique et d'évaluation de Chaudière-Appalaches
• Éclipse, Entreprise d'insertion
• Édupax
• Équilibre – Groupe d'action sur le poids
• Équipe PAS à PAS du CSSS La Pommeraie (Brome-Missisiquoi)
• Équiterre
• Fédération des éducateurs et éducatrices physiques enseignants du Québec
• Fédération des kinésiologistes du Québec
• Fondation des maladies du cœur du Québec
• Fondation Lucie & André Chagnon
• Institut de Cardiologie de Montréal
• Jeunes pousses
• Kinergetex inc
• La Tablée des chefs
• Le Collectif de la table des écoliers
• Municipalité de Lac-Etchemin
• Nomade entraînement
• Québec en forme
• Québec en santé – Groupe d'action pour une saine alimentation
• Regroupement des cuisines collectives du Québec
• Réseau du sport étudiant du Québec (RSEQ)
• RSEQ Cantons-de-l’Est
• RSEQ Est-du-Québec
• RSEQ Laurentides-Lanaudière
• RSEQ Mauricie
• RSEQ Montérégie
• RSEQ Québec – Chaudière-Appalaches
• RSEQ Saguenay – Lac St-Jean
• Réseau québécois de Villes et Villages en santé
• Sherbrooke Ville en santé
• Société de recherche sociale appliquée
• Société de transport de Sherbrooke
• Société de transport du Saguenay
• Sports-Québec
• Tennis Québec
• Union des municipalités du Québec
• Université de Sherbrooke
• Vélo Québec
• Ville de Baie-Saint-Paul
• Ville de Boisbriand
• Ville de Chambly
• Ville de Chambly
• Ville de Granby
• Ville de Joliette
• Ville de Laval
• Ville de Lévis
• Ville de Matane
• Ville de Montréal
• Ville de Rimouski
• Ville de Roberval
• Ville de Rouyn-Noranda
• Ville de Saguenay
• Ville de Saint-Georges
• Ville de Saint-Hyacinthe
• Ville de Shawinigan
• Ville de Sherbrooke
• Ville de Sorel-Tracy
• Viomax

Individual partners:
• Marc Antoine, dietician-nutritionist
• Hedwige Auguste, community health student, Université de Montréal
• Simon Bacon, Associate Professor, Concordia University
• Micheline Beaudry, retired public nutrition professor
• Annie Beaulé Destroismaisons, master’s student in nutrition, Université de Montréal
• Maryse Bédard-Allaire, special appointee for promoting healthy lifestyle, Carrefour action municipale et famille
• Murielle Béland, dental hygienist, CSSS du Grand Littoral
• Roch Bernier, MD, doctor
• Julie Bernier-Bachand, dietetic technician
• Patricia Blackburn, professor at the Department of Health Sciences, Université du Québec à Chicoutimi
• Karine Blais, nutritionist, CSSS du sud de Lanaudière
• Paul Boisvert, coordinator, Chaire de recherche sur l’obésité de l’Université Laval
• Alysson Bourgault, development agent, Québec en Forme
• Thierry Bourgoignie, full professor, director of the Groupe de recherche en droit international et comparé de la consommation (GREDICC), Department of Law, Université du Québec à Montréal
• Jean-Guy Breton, consultant and former Mayor of Lac-Etchemin
• Annie Brouard, project manager, Egzakt
• Martin Brunet, physical and health educator, Commission scolaire des Patriotes
• Caroline Brutsch, nutritionist, CSSS d’Argenteuil
• Sarah Burke, public health student, Johns Hopkins University
• Ariane Cantin, student, Hôpital de la Cité de la Santé de Laval
• André Carpentier, assistant director of research – associate professor, Centre hospitalier universitaire de Sherbrooke
• John Carsley, public health physician
• Diane Chagnon, dietician-nutritionist, Université de Sherbrooke
• Jean-Philippe Chaput, junior research chair, Children’s Hospital of Eastern Ontario Research Institute
• Marie-Soleil Cloutier, teacher, Université de Montréal
• Mario Couture, educator
• Marie-Ève Couture-Ménard, Doctor of Law candidate, McGill University
• Cécile D’Amour, retired teacher
• Émilie Dansereau-Trahan, special appointee for weight-loss products, services, and methods, Association pour la santé publique du Québec
• Jean-Marie De Koninck, professor of Mathematics, Université Laval
• Louis Delisle, directeur – fondateur, Compassion poids santé
• Marie-Christine Déry, copartner, CytoKIN
• Romain Dhouailly, educator sports medicine and health coach
• Jean-Yves Dionne, consultant educator, pharmacist, Apothicaire-Consultant
• Jacinthe Dumont, officer of planning, programming, and research, Agence de la santé et de services sociaux du Saguenay – Lac St-Jean
•Louali Fatna, community health resident
• Martine Fortier, consultant health promotion, Direction de santé publique de Montréal
• Michel Fortin, teacher, Collège Durocher Saint-Lambert
• Karine Fournier, physical education teacher, Cégep de l’Outaouais
• Evelyne Gagné, student, Université Laval
• Thierry Gagnon, kinesiologist, president, Nomade entraînement
• Vincent Gagnon, teacher, École secondaire Jacques-Rousseau
• Jasmine Ghoddoussi, dietitian
• Valéry Gratton, assistant, infrastructure support and server management, Loto-Québec
• Karine Gravel, nutritionist, doctoral candidate in nutrition, Université Laval
• Assomption Hounsa, ministère de la santé du Bénin
• Louis W. Jankowski, retired, teacher of physical activity
• Marie-Claude Jean, nurse, CLSC des Patriotes
• Florence Junca-Adenot, professor of Urban and Tourism Studies, Université du Québec à Montréal
• Carl-Étienne Juneau, doctoral candidate, Université de Montréal
• Michel Lachapelle, advisor for Kino-Québec
• Véronik Lacombe, performers agent and show producer
• Joseph Laevens, graduate student, master in architecture, University of Toronto
• Marie-Anne Lafontaine, nutritionist, St-Mary’s Hospital
• Marie-France Langlois, full professor, Centre hospitalier universitaire de Sherbrooke
• Catherine Larouche, director of projects and development, PremièreAction Restauration
• Richard Larouche, doctorate student in Human Kinetics, University of Ottawa
• Sylvie Larouche, clinical dietician
• Geneviève Lasnier, elementary teacher
• Hélène Laurendeau, nutritionist and moderator
• Camille Leduc, retired and board of directors of CSSS de la Baie-des-Chaleurs
• Bonnie Leung, nutritionist, Cree Board of Health and Social Services of James Bay
• Danielle Léveillé, teacher, Commission scolaire de Montréal – Centre Gabrielle-Roy
• Paul Lewis, professor, Université de Montréal
• Danielle Lizotte-Voyer, professor, Cégep de l’Outaouais
• André Marchand, officer of planning, programming, and research, Agence de la santé et des services sociaux du Saguenay – Lac St-Jean
• Richard Massé, director, École de santé publique de l’Université de Montréal
• Marie-France Meloche, nutritionist
• Stéphanie Mercier, web project manager, Egzakt
Caroline Michaud, nutritionist
Johane Michaud, clinical nurse in prevention, Centre de santé et de services sociaux de Thérèse-de-Blainville
Marjolaine Mineau, coordinator, Aquisitions and Dubbing, Canal Vie, Astral
Marilou Morin, dietitian-nutritionist, CSSS de Vaudreuil-Soulanges
Jean-Claude Moubarac, doctoral candidate in public health
Rafael Murillo Sterling, president, Gym Social Inc.
Apraham Niziblian, student, Faculty of Law – McGill University
Eric Notebaert, MD, emergency physician, Université de Montréal
Gilles Paradis, MD, professor, Department of Epidemiology, Biostatistics and Occupational Health, McGill University
Kathleen Pelletier, MD, doctor, Agence de la santé et des services sociaux du Saguenay – Lac St-Jean
Jean Perrault, former Mayor of the city of Sherbrooke and former President of the Union des municipalités du Québec
Vanessa Perrone, nutritionist
Andréeane Poliquin, communications advisor, Québec en Forme
Samuel Pothier, political science and communication student
Marie-Ève Pronovost, nurse, health service, Cégep de Saint-Félicien
Lise Roche, advisor
Alain Rochefort, webmaster
Claudia Rousseau, serveuse, restaurant Chez oeufs
Mathieu Roy, doctoral candidate in public health, Université de Montréal
Manon Sabourin, dental hygienist, Conseil Cri de santé et des services sociaux de la Baie James
Martin Sénéchal, doctorate student, Université de Sherbrooke
Dominique Sorel, engineer
Chantal St-Pierre, accompanying school health, CSSS de l’Énergie
Laurent Teasdale, kinesiologist, Orange Santé
Jacques Émile Tellier, consultant, Entreprises Multi-Services Inc.
François Thibault, applications specialist, Kontron Canada
Sabine Tilly, Founder, ZEN BALANCE « mon équilibre »
Geneviève Tremblay, planning, programming and research officer, Agence de la santé et des services sociaux de l’Abitibi-Témiscamingue
Sherry Trithart, research manager, University of Alberta
Helena Urfer, communications manager, École de santé publique, Université de Montréal
Guy Vézina, executive president, Vie Saine
Gabrielle Voyer, criminology student
Appendix 2: About the Innovation Strategy (IS)

The Innovation Strategy of the Public Health Agency of Canada focuses on innovation and learning in population health interventions to reduce health inequalities in Canada and effectively address priority public health problems and their underlying factors.

The Innovation Strategy puts a strong focus on the exchange and use of practical knowledge — based on the results of these interventions — and sharing of best or promising practices across the country.

The Innovation Strategy supports:
- The development, adaptation, implementation, and evaluation of promising, innovative population health interventions and initiatives in various settings and populations in Canada;
- Knowledge translation and dissemination based on the systematic collection of results and outcomes of these interventions and promotion of their use across Canada.

Each Innovation Strategy solicitation addresses a specific priority public health issue. A first cycle launched in June 2009 focused on mental health promotion called, “Equipping Canadians – Mental Health throughout Life”. In May 2010, a second cycle was launched focused on a new theme: Achieving Healthier Weights in Canada’s Communities”; and, “Managing Obesity across the Life-Cycle: An Interventions Approach” launched in August 2010. Each solicitation has two phases: a developmental phase and a full implementation phase.

The main objective of the first cycle, “Equipping Canadians – Mental Health throughout Life” is to support more effective action on the underlying protective factors, conditions and skills that enhance long term mental health. The Strategy funds interventions targeting underlying determinants and protective factors among populations at higher risk due to environmental, social, demographic and / or economic factors with a focus on children, youth and families.

The main objective of the second cycle is to develop and implement more effective action on the underlying factors, conditions and skills that enable individuals and create supportive environments.

Achieving Healthier Weights in Canada’s Communities” focuses on the promotion of healthy weights, prevention of overweight and obesity, and attainment and maintenance of healthy weights, using a population health approach with an emphasis on actions that will contribute to the reduction of health inequalities. Managing Obesity across the Life-Cycle: An Interventions Approach” focuses on improving outcomes and reducing complications among Canadians who have been identified as obese and providing supports to Canadians who are overweight to prevent obesity.

For more information, please visit the following website:
Appendix 3: About the Project Partners

The project entitled “A Multidimensional Approach to Reducing the Appeal of Sugar-Sweetened Beverages (SSBs)” was launched by the Association pour la santé publique du Québec (ASPQ) and the Quebec Coalition on Weight-Related Problems (Weight Coalition) as part of the 2010 Innovation Strategy of the Public Health Agency of Canada on the theme of “Achieving Healthier Weights in Canada’s Communities”. This project is based on a major pan-Canadian partnership involving the following organizations.

Since 1988, the Réseau du sport étudiant du Québec (RSEQ) has been a leader in the development of sport and physical activity and is recognized as an innovator in the field in Quebec. The RSEQ is committed to the promotion and development of sport and physical activity in an educational setting from the grassroots level through to high performance sport. The RSEQ promotes the education and academic success as well as the health and well being of young people. Over the past decade, RSEQ has developed and implemented several programs promoting healthy lifestyles including the iGetit?ca program that was introduced to high schools across the province in January 2011 via the NewDrive contest (Moncarburant.ca).

Fédération du sport francophone de l’Alberta (FSFA) has the mission to promote and provide access to sports and wellness programs for French and French-speaking Albertans of all ages. By providing French-language access to programs and services in the fields of sports, physical activity and well-being, the FSFA aims at the development of an active lifestyle and healthy eating habits among young people and adults that are French speaking or of French expression in Alberta.

Université Laval, the first Francophone university in the Americas, offers a unique research environment. It is one of the top 10 research universities in Canada and has an overall annual budget of about $700 million. Université Laval has 17 faculties that cover every knowledge area, including the Faculty of Agriculture and Food Sciences. With its 20 chairs and research groups and its institute, this Faculty is at the forefront of its field. Through its research projects and activities, it affects all aspects of the bio-food chain. Moreover, its institute, the Institute of Nutraceuticals and Functional Foods (Institut des nutraceutiques et des aliments or INAF) is the largest group of researchers in Canada to dedicate its entire research program to the complex interactions between food, food components, nutrition and health. INAF’s research focuses on health targets that are major challenges for many developed countries that have a direct relationship with food. Accordingly, the Institute’s efforts aim to prevent, through nutrition, major chronic illnesses such as obesity, diabetes and cardiovascular disease. The research of many INAF researchers center on human nutrition and the development of new clinical practices and public health to promote healthy and sustainable eating habits.
The Social Research Demonstration Corporation (SRDC) is a non-profit social policy research organization and a leader in the field of social experimentation. SRDC’s mission is two-fold: 1) to help policymakers and practitioners identify social policies and programs that improve the well-being of all Canadians, with a special concern for the effects on the disadvantaged, and 2) to raise the standards of evidence used in assessing social policies and programs. Since 1991, SRDC has been building a base of knowledge and experience in social policy about what works and what does not work, determining the genuine effectiveness of new program interventions before their full-scale adoption, using the most rigorous evaluation approaches appropriate to any given research question. SRDC brings particular expertise in the evaluation of population health interventions. Among other work, SRDC completed the evaluation of the Sip Smart! program in British Columbia for the Michael Smith Foundation and the BC Healthy Living Alliance.

The Public Health Association of British Columbia (PHABC) is a voluntary, non-profit, non-government organization founded in 1953. PHABC was incorporated as a non-profit society in 1980 and operates under the Societies Act. The organization is a provincial affiliate of the Canadian Public Health Association (CPHA). PHABC maintains a membership of approximately 500 public health professionals and other stakeholders from both urban and rural areas across British Columbia. It promotes and protects the public’s health by actively working to advance the development and implementation of healthy public policy, encourage and facilitate research into the broad issues that affect the public’s health, and cooperates regionally, nationally and internationally with other organizations to promote health. It is joined in its mandate to the Canadian Public Health Association and other provincial and territorial branch organizations. This national linkage enables PHABC to participate in dialogue and act on matters of interest to provincial and national public health. The stability of the PHABC makes it a low risk for funding and granting agencies and demonstrates the viability of the Association to act for the common good over an extended period of time. The Association has considerable experience with coalition building, community development, health informatics, initiatives focused on addressing the determinants of health, strategic planning, policy development, research, survey design and evaluation and conducting studies to synthesize information for policy and action on public health issues.

The mission of the Ontario Public Health Association (OPHA) is to provide leadership on issues affecting the public’s health and to strengthen the impact of people who are active in public and community health throughout Ontario. OPHA achieves its mission by providing education opportunities and up-to-date information in community and public health, access to local, provincial and multi-disciplinary community health networks, mechanisms to seek and discuss issues and views of members, issue identification and advocacy with a province-wide perspective, and expertise and consultation in public and community health.
Appendix 4: Letter from Jim Shepherd

Jim Shepherd
aboutenergydrinks@yahoo.ca

July 27, 2011

Health Products and Food Branch Inspectorate
2301 Midland Avenue
Scarborough, Ontario
M1P 4R7

TO WHOM IT MAY CONCERN:

In the following pages you will find more evidence of the abusive marketing/advertising by the energy drink industry. Contrary to industry claims, the following seven examples outline abusive marketing and advertising, primarily to children and youth. Industry is also using social media, where many youth/children would commonly come in contact with energy drink promotional material.

1) RED BULL ENERGY DRINK

Since agreeing to comply with Health Canada’s regulations, and cease further sampling of their product early in 2009, Red Bull has continued to hand out free product, contrary to the stipulations of the Food and Drug Act. The most troubling report concerned handouts in June 2010, when Red Bull representatives reportedly handed out product samples at three Winnipeg High School graduations. The three schools involved were Kelvin, Shaftsbury and Dakota High Schools. I have received confirmation from two of the School Boards involved, claiming that these handouts did indeed take place. According to the School Boards confirming the handouts, a false graduation diploma accompanied the energy drinks as well. It contained disturbing language, suggesting the students “take a trip to party heaven” and further that “Red Bull will give you the wings you need to get there.” The only way I could comprehend this message to teens, would be the encouragement to use Red Bull with alcohol, or perhaps illicit drugs.

(Statements and contacts have been removed)
The following is the Red Bull promotional document which I understand to be a copy of the original that was handed out with the Red Bull samples at the Kelvin High School graduation. I have been informed that the media received it through a concerned mother of one of the graduating students at Kelvin High School.

And Red Bull will give you the wings you need to get there.

After all the stress of these past weeks, the last thing you should do is take a trip to party heaven.

Taking of cautions! Red Bull is 8% alcohol by volume 12.5% by weight. Red Bull contains 128 MG of caffeine per can.

So it's good that Red Bull is perfect for parties and for husbands who do because you'll always know Red Bull will let you focus body and mind.

So it's good that Red Bull is perfect for parties and for husbands who do because you'll always know Red Bull will let you focus body and mind.

Welcome to the world of adulthood. And sometimes this world can make your strongest

And celebrations. Which is why it should be because the environment of life is already wartime for around the next corner.

Know the adult diet means the indispensable feeling of enjoying freedom to the fullest.

Know the adult is all about making the best use of all that you've gotten.

How many times have you been ready for this party?

Schools are over! Everyone here you dream of this moment over the past twelve years (that is if you didn't repeat a year)

TO SPREAD YOUR WINGS WITH RED BULL.

NOW YOU ARE READY!

CONGRATULATIONS ON FINISHING SCHOOL!
The following two examples outline the ever-increasing frequency of the energy drink industry to make what they claim to be a legal exchange of a sample for a negligible “consideration.” The antiquated Food and Drug Act outlines that if any consideration is made, then it would no longer constitute sampling. My question to the Inspectorate is, if it is not acceptable to hand out samples of a drug product, (or in this case an N.H.P.) is it truly acceptable to Health Canada to hand out product in exchange for answering a few simple questions or exchange a sample for a penny?

2) MONSTER ENERGY DRINK

On December 11, 2010, Monster Energy drinks were promoting their product by “selling” their samples from the back of a Monster decaled pickup truck near the Eaton Centre, in downtown Toronto, at the corner of Young and St. James Streets. I approached the two representatives at 9:15 p.m. and asked for a sample. One girl told me that I would have to put a penny in the cup she was holding in order to receive the drink. When I said that I didn’t want to, she told me it was just a penny, and that all the proceeds were going to a military family charity. Further, she stated that they have to charge a penny so it is a transaction, because it is a Natural Health Product. In this instance the money was not even going to the manufacturer, so how could this be considered a sale? Even if the penny exchanged went to the manufacturer, it would have been far below the cost of producing the product, and should not constitute a sale. This type of sampling is a clear attempt at side-stepping the antiquated regulations.

3) AMP ENERGY DRINK

During the month of May, Amp Energy Drink offered to deliver free samples to Edmonton workplaces, after filling out an on-line request form. The following is some of the information on the Amp Energy Drink website. ([http://www.ampworkforce.ca/](http://www.ampworkforce.ca/)) Note the final Q&A states that as they are Natural Health Products, PepsiCo requires an “exchange” through survey information.

**What do I get?**
One (1) free AMP ENERGY energy drink (473 mL, choice of 1 of 4 flavours) delivered to you by the AMP Delivery Response Unit.

**Who Qualifies?**
You must be at least 18 years of age and reside or work in the City of Edmonton with a Delivery Address that falls within the boundaries of 97th Street to 109th Street, and 99th Ave to 104th Ave.

**How do I Apply?**
Weekdays, excluding holidays, from May 2 to 27, 2011 (inclusive) between 8 am and 3 pm local time or while supplies last, be one of the first 50 people to have your registration approved. To complete the registration, including a short survey, go to [www.ampworkforce.ca](http://www.ampworkforce.ca).
Once we determine that you have met our requirements, we’ll send you an email confirming delivery of your product to your address in the Qualifying Region.
Limit one (1) free AMP ENERGY energy drink (473 mL, choice of 1 of 4 flavours) per person. PepsiCo Beverages Canada reserves the right to cancel this offer at any time. Employees of PepsiCo, its bottlers, their affiliates, suppliers, distributors and agencies are not eligible for this offer. Restrictions/conditions may apply. Not valid with any other offer. Void where prohibited by law.

**Q. Why did the AMP Workforce choose Edmonton?**
**A.** AMP ENERGY drinks give people the energy to get work done, so we wanted to go where people are doing a lot of work. Edmonton seemed like a pretty good choice, don’t you think?
Q. How long is the AMP Workforce in Edmonton?
A. We’ll be in Edmonton giving away AMP ENERGY drinks on weekdays, excluding holidays, between May 2 to 27, 2011.

Q. How can I get an AMP ENERGY drink?
A. We’ve got two ways for people in Edmonton to get an AMP ENERGY drink in return for answering a few questions
1) The AMP Drop Zone*: With thousands of AMP ENERGY drinks on hand, this will be where most Edmontonians get their AMP ENERGY.
2) The AMP Delivery Response Unit**: If you’re too busy to make it to the AMP Drop Zone*, we’re delivering 50 AMP ENERGY cans per weekday in the downtown core. See Terms of the Offer for complete details.

Q. Why do I need to answer a few questions to get an AMP ENERGY drink*?
A. Because AMP ENERGY is a Natural Health Product in Canada, regulations do not allow us to give product away free, so PepsiCo requires an exchange through survey information. But don’t worry, it’s just a few simple questions and we promise not to ask you anything embarrassing.

HOW THE AMP DELIVERY RESPONSE OFFER WORKS
4) RED RAIN ENERGY DRINK

Red Rain energy drink, manufactured by Cott Beverages Canada, has an on-line application offering to come to your party and sample their product. Their website displays pictures from previously sponsored events.

Below is the on-line application:

http://www.redrainenergy.ca/fratparty.asp

Looking to have your next university or college house party energized? Would you like to raise the bar by having our Red Rain staff on site sampling product?

Send us the details and it’s possible that Red Rain Energy will be at your party.

Full Name: *

Email: *

Phone: *

Date of Party: *

Exact address of party venue (including postal code): *

Start time / End Time: *

Number of people attending: *

College or University you attend (if applicable): 

Links to any online party advertisements (Facebook, website, YouTube, etc.): 

Party Description: *
5) EBOOST ENERGY DRINK

On May 6, 2011, I responded to an on-line offer for a free sample of Eboost Energy Drink to be mailed to my home. The link below shows the offer for the free sample, along with the directions on that page for ordering it. I followed the ordering directions on their Facebook page. I have not received the sample to date, although the postal interruption may have interfered with the shipping schedule. Either way I am now on their future mailing list for promoting their product. Please note that I did not fill in the age section on their free sample request form, (not a mandatory field) and they still responded offering to send the sample.

http://freestuffcanadaguide.ca/free-energy-drink-sample-eboost-on-facebook/25000

Eboost Energy Drinks is giving away free samples
Like their Facebook Fan page here and
Click on the Mailing list tab to the left.
When you join their newsletter you will get a coupon for a free sample
Of Eboost Energy Drinks.

Contact: (from their website)
Eboost Supplements Canada, Ltd sales@Eboostcanada.com.
Email: support@eboostcanada.com
Phone: 1.800.310.3558
Washington Health Group Ltd.

This was the response received after requesting a sample:

Subject: Thanks for joining our mailing list
Date: Tue, 10 May 2011 10:11:08 -0400

At EBOOST we believe honesty is the best policy. That's why we use honestly natural ingredients to create a product that REALLY works. And that's also why we're sending this email today. Because we are simply out of free samples -- and that's the truth. We had such an overwhelming amount of requests --18,000 in 2 days -- that our free sample inventory just couldn't hold up.

We'll be sending out every last sample that we have in stock within the next 4-5 weeks, but to keep your spirits BOOSTED we've created an exclusive discount for you...and it's a big one. For the next 72 hours, take advantage of 50% off and Free Shipping on any EBOOST product. Just enter code “EBOOSTENERGY” and you’re on your way.

We appreciate your support and hope that you enjoy your first taste of EBOOST -- the daily health booster for energy, immunity, recovery and focus.

Click here to start shopping
Coupon valid and ends 11:59 EST on Friday May 13, 2011
6) RED BULL ENERGY DRINK

The pictures below were taken at a Red Bull promotion on October 11, 2009. I attended this internet advertised event which comprised a series of skills contests, named Red Bull Street Style, involving competitors performing soccer ball juggling with the chance for qualifying for higher levels of competition, including a world championship event. This event was free to the public and took place outside of BMO Field, in Toronto, several hours before a professional soccer game, and while a children’s soccer skills competition was taking place adjacent to their event. Both the kicking cages and an event vehicle for the youth soccer skills competition are clear in the background of the second picture. With many children in the pictures, there is no question that children and teens are clearly being drawn to the Red Bull product by the timing and content of this event. A similar event was advertised on the internet in 2008, which was to take place at Fort York, Toronto, an attraction commonly attended by young families.
7) TECHDECK WITH RED BULL ADVERTISING –FINGERBOARD TOYS

Last Christmas my seven-year-old nephew received a Tech Deck miniature skateboard (fingerboard) ramp. You can view their products at [http://www.techdeck.com/app/website](http://www.techdeck.com/app/website)

This is a toy of interest to children and young teens. On the fingerboard ramp is the Red Bull logo, with an internet address to: redbullskateboarding.com

When I accessed this link, the first video that I selected showed a young adult smoking, just before he started skateboarding. This website links athletic performance with the Red Bull product and clearly advertises Red Bull energy drink directly to our children.

I am certain that the above complaints, as well as those previously filed, represent a miniscule proportion of industries abusive energy drink marketing, especially to minors.

Yours truly,

Jim Shepherd
Appendix 5: Amqui Municipality Resolution Banning the Sale of Energy Drinks

Séance ordinaire du conseil municipal de la Ville d’Amqui tenue à la salle Gérard-Dubé de l’hôtel de ville au 20, promenade de l’Hôtel-de-Ville, à Amqui, le 17 octobre 2011.

Sont présent(e)s:

- Mme Paule Lévesque, conseillère, district n° 1
- Mme Diane Arbour, conseillère, district n° 3
- M. Édige Charot, conseiller, district n° 4, maire suppléant
- M. Richard Laclerc, conseiller, district n° 5
- M. Jean-François Guay, conseiller, district n° 6

Est absent :

- M. Gaétan Ruest, ing., maire (absence motivée)
- M. Germain Boulianne, conseiller, district n° 2 (absence motivée)
- M. Jean-Yves Fournier, directeur du Service des loisirs (absence non motivée)

Les membres présents forment le quorum.

Sont également présent(e)s :

- M. Noël Fournier, directeur général et trésorier, Mme Marie-Claude Gagnon, avocate et greffeuse, Mme Raffaëla Di Stasio, stagiaire en droit et M. Antonin Michaud, commissaire industriel.

RÉSOLUTION N° 2011-553

Mobilisation contre l’offre de boissons énergisantes dans les immeubles qui relèvent de la Ville d’Amqui.

Considérant que la Ville d’Amqui est soucieuse de la santé et du développement des saines habitudes de vie chez ses citoyens,

Considérant qu’elle souhaite se mobiliser contre l’offre de boissons énergisantes dans ses immeubles puisque celles-ci présentent des composantes nocives pour la santé,

Considérant qu’à cet égard, le Comité d’Action Nationale de l’Énergie (CAMEF) souligne que la forte concentration de sucre dans ces boissons contribue à l’apparition du diabète de type 2 chez les enfants et que de nombreux experts concluent notamment qu’il existe une association évidente entre les boissons sucrées et l’obésité, ainsi qu’avec plusieurs affections liées à la santé, tels que l’accumulation de graisses dans le foie et une résistance à l’inuline et des risques cardiovasculaires,

Considérant que le CAMEF a demandé à la Ville d’Amqui de se mobiliser contre les boissons énergisantes,

En conséquence, il est proposé par Mme Diane Arbour
appuyé par M. Richard Laclerc

Nous nous mobiliser contre l’offre de boissons énergisantes en bannissant la vente de ce produit dans les immeubles qui relèvent de la Ville d’Amqui.

Voix pour : 4

Votes contre : 0

ADOPTÉE À L’UNANIMITÉ

Marie-Claude Gagnon, avocate

Griffeuse

[nb : Soit réserve de l’approbation du procès-verbal lors d’une séance subséquente]
Bibliography


3. NPLAN (National Policy & Legal Analysis Network to prevent childhood obesity): “‘Sugar-Sweetened Beverage’ means any nonalcoholic beverage, carbonated or noncarbonated, which is intended for human consumption and contains any added Caloric Sweetener. As used in this definition, “nonalcoholic beverage” means any beverage that contains less than one-half of one percent alcohol per volume”. Consulted on September 16, 2011 at http://www.phlpnet.org/sites/phlpnet.org/files/SSB_Tax_Legislation_v2.0_FINAL_20110607..pdf

4. Bureau de soutien à la communication en santé publique: « On désigne par « boisson sucrée » toute boisson dans laquelle du sucre a été ajouté, principalement les boissons gazeuses ordinaires (non diètes), les boissons aux fruits (punchs, cocktails), les boissons énergétiques pour sportifs (Gatorade, Powerade, etc.) et les boissons énergisantes sucrées (Red Bull, Guru, etc.). Naturellement sucrés, les jus ne sont pas inclus dans cette catégorie ». Consulted on October 4, 2011 at http://www.espacecom.qc.ca/communiquer/fiches-thematiques/Les-jeunes-et-les-boissons-sucrees.aspx


6. The Canadian government gives this definition: “Sugar-sweetened beverages in this context are defined as liquids that are sweetened with various forms of sugars (monosaccharides and/or disaccharides) that add calories. These beverages include, but are not limited to fruit flavoured drinks, soft drinks, sports and energy drinks, and sweetened hot or cold drinks.” Consulted on September 16, 2011 at http://www.healthycanadians.gc.ca/int/kids-enfants/obesit/index-eng.php


47 Kapferer (1985)


