

## Reformulation Case-Study: The Coca-Cola Company

### Challenge: Reducing Sugar

#### Coca-Cola, Singapore: Reducing Sugar in Sprite

With consumers becoming increasingly conscious of their eating behaviours, particularly with regards to their sugar intake, Coca-Cola Singapore embarked on the sugar reduction efforts for Sprite. Using a combination of sugar and sucralose, the reformulated version contains 5.5g sugar per 100ml resulting in a 55% reduction in sugar compared to the classic Sprite.

Customer testing for the new reduced-sugar Sprite gathered positive feedback- despite the significant reduction in sugar, the majority of consumers did not notice any difference in taste.

The introduction of the reduced-sugar Sprite is one of the many actions Coca-Cola Singapore has undertaken, to fulfill a commitment made in 2017 to reduce the sugar content in its sugar-sweetened beverage portfolio by 10 per cent by 2020.



Other actions supporting the innovation and reformulation efforts include: providing smaller and convenient packages alongside the voluntary provision of clear, easy-to-find information on calories on the front of pack to ensure that consumers can make an informed purchase decisions and easily manage their sugar and calorie intake.

## Coca-Cola, Australia: Developing lower sugar variants of Sprite with Stevia

Since Diet Coke was launched in the 1980s, Coca-Cola continues to increase its offering of reduced and no sugar products by bringing innovative products to market and reducing sugar in its existing portfolio.

In 2017, together with its bottling partner Coca-Cola Amatil, Coca-Cola Australia made a public commitment to reduce sugar across its portfolio sales by 10% by 2020. In 2018, it made an industry-wide pledge to reduce sugar across the Australian beverage industry by 20% by 2025.

To support the sugar reduction goals, Coca-Cola developed a reformulation program already resulting in sugar and calorie reductions in 22 products since 2015 with more reformulation activities planned. Sugar reductions range from 4.9% to 44.3% with all core brands prioritised.

Sprite has seen several iterations of similar tasting, lower sugar formulations as part of Coca-Cola's sugar reduction strategy. In its most recent reformulation in 2016, its sugar content dropped by 15% to 8.6/100mL.

The reformulation journey of Sprite has been two-fold – gradually reducing sugar content over time reducing the overall sweetness profile, while replacing some of the existing sugar content with the sugar alternative, Stevia.

Coca-Cola's innovation teams are focused on reducing sugar across its product portfolio and have been carrying out a sugar reduction program as part of its product reformulation efforts for many years.

