Sugary beverages are the single largest source of calories in the American diet.[[1]](#footnote-1) Greater sugary beverage consumption is associated with weight gain, obesity[[2]](#footnote-2),[[3]](#footnote-3) and diabetes.[[4]](#footnote-4) The average person in the U.S. drank 45 gallons of sugary drinks in 2009.[[5]](#footnote-5) Increasing access to more healthful beverages is important for reducing sugary beverage consumption. In 2012, California Project LEAN, a program of the Public Health Institute convened nutrition experts to review existing beverage recommendations in order to inform the development of its beverage standards.

**Below are the required beverage standards for** (Name of agency)**, to be implemented by [Date], 201X.**

(Name of agency) leadership shall make the ultimate decision as to whether products to be offered and/or sold are consistent with the standards listed below.

***Access to free, safe drinking water***

Require that there is access to free, safe drinking water wherever beverages are offered and/or sold. It is recommended that safe tap water, rather than individual bottles of water, be offered. If safe tap water is not available, then it is recommended that pitchers and/or jugs of water are utilized.

***Beverage Standards***

All beverages offered (e.g., at meetings) and/or sold at every venue (e.g., in the cafeteria, vending machines, refrigerators, fountain drinks dispensers) at (Name of agency) will only include:

* Water with no additives, including vitamins, minerals (e.g., electrolytes), stimulants (e.g., caffeine) and sweeteners.
* Unflavored\* non-fat or 1% cow’s milk with no added sweeteners.
* Unflavored\* non-dairy milk alternatives with no added sweeteners.
	+ No more than 2.5 grams of fat per 8 fluid ounces
* 100% fruit or vegetable juices or juice/water combinations with a maximum of 160 calories, 230 mg of sodium per container and no added sweeteners.
* Coffee and tea with no added caloric sweeteners. Only compliant milk and non-dairy milk alternatives, as defined above, may be added to the coffee and tea.
* Diet beverages with zero calories and non-caloric sweeteners (e.g., zero-calorie vitamin-enhanced waters, zero-calorie sodas, zero-calorie sports drinks, zero-calorie carbonated waters).

\*Unflavored milk means there can be no chocolate, strawberry, vanilla or other flavored milk and non-dairy milk alternatives offered or sold.

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| ***For stricter standards:**** Eliminate all diet beverages with zero calories and non-caloric sweeteners.
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***Effective Times of the Standards***

The beverage standards above are in effect 24-hours a day, year-round.

***Promotion***

Promotional space on vending machines (e.g., sides and front panel), including but not limited to language and graphics, will promote only products that meet the above standards. A [%] of vending machines will promote water only.

***Point of Purchase Calorie Labeling***

Each vending machine must display the total calorie content for each item as sold, clearly and conspicuously, adjacent or in close proximity to each individual item or its selection button, using a font and format that is at least as prominent in size, appearance and contrast, as that used to post either the name or price of the item and where it can be seen before the consumer selects items. Labeling should be consistent with federal law for calorie labeling of vending machines once that law is in effect.

***Current and Future Contracts***

Future procurement and/or contracts shall include a provision stipulating that all beverages to be offered and/or sold will meet the (Name of agency) beverage standards outlined above. Current vendors will be contacted immediately to request transition to the aforementioned beverage standards.

***Implementation, Monitoring, and Enforcement***

To assist in the implementation, monitoring, and enforcement of the beverage standards, (Name of agency) leadership will designate an appropriate position within (Name of agency) to disseminate information and train (Name of agency) staff on the beverage standards to ensure compliance.

The designated position shall monitor compliance and address noncompliance, which may be discovered through inspections or other reports. Any vendor who (Name of agency) finds has failed to comply with the beverage standards shall be subject to a penalty to be assessed as follows:

* The first violation shall result in a fine paid by the vending machine operator of no less than $100;
* Subsequent violations shall result in a fine paid by the vending machine operator of no less than $500; and
* “Habitual violations,” which means five or more violations within a six-month period, shall result in a six-month prohibition on the sale of beverages by the vending machine operator within (Name of agency) and a fine of no less than $1,000.

The person responsible for ensuring implementation, monitoring, and enforcement, will report to (Name of agency) leadership on the status of implementation every other year beginning in **201X**. The report shall include: (1) An assessment of beverage compliance; (2) successes, challenges and barriers experienced in implementation; (3) recommendations for improvement of compliance; and (4) recommendations for revising and updating the beverage standards to reflect advancement in nutrition science, dietary data, and new product availability.

*Updated July 18, 2013*

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2. Vartanian LR, Schwartz MB, Brownell KD. (2007) Effects of Soft Drink Consumption on Nutrition and

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3. Malik VS, Schulze MB, Hu FB. (2006). Intake of sugar-sweetened beverages and weight gain: a systematic review. American Journal of Clinical Nutrition, Vol 84, 274-288. [↑](#footnote-ref-3)
4. Malik VS et al. (2010) Sugar-Sweetened Beverages and Risk of Metabolic Syndrome and Type 2 Diabetes: a meta-analysis. Diabetes Care, Vol 33, 2477-2483. [↑](#footnote-ref-4)
5. Andreyeva T, Chaloupka FJ, Brownell KD. (2011). Estimating the potential of taxes on sugar-sweetened beverages to reduce consumption and generate revenue. Preventive Medicine, Vol 52, 413-416. [↑](#footnote-ref-5)