



The Washington Beverage Association represents beverage producers, bottlers and distributors across Washington state. Our beverage industry has been making quality beverages for more than 100 years, and is dedicated to supporting local communities and helping our customers make informed choices by providing options. We have a direct economic impact of more than \$3.5 billion in Washington and WBA member companies employ more than 4,580 people across the state.

The beverage industry is taking proactive measures to provide information, options and support to empower consumers to make the choices that are right for them.

- **More Choices:** The beverage industry offers an ever-increasing selection of **low- and no-calorie beverage options**, as well as **various serving sizes**. In fact, 45 percent of all non-alcoholic beverages sold today have zero calories.
- **Voluntary national school beverage guidelines:** We removed full-calorie sodas from schools and replaced them with a range of lower-calorie, nutritious, and smaller-portion choices, lowering the number of beverage calories in schools nationwide by 90 percent.
- **Clear on Calories:** We added calorie labels to the front of every can, bottle and pack produced by the nation's largest beverage companies in support of First Lady Michelle Obama's "Let's Move!" anti-obesity campaign – making it easier to make the choice that's right for consumers.
- **Calories Count:** We labeled vending machines to offer consumers clear calorie information, encourage lower-calorie beverage choices, and remind consumers that calories count in all the choices they make.
- **Balance Calories:** The beverage industry recently started a national, multi-year effort, in partnership with the Alliance for a Healthier Generation. The goal of this effort is to reduce beverage calories consumed per person by 20 percent by 2025 through increasing access to no- and low-calorie options, bottled water and smaller portion sizes.
- **Mixify:** In conjunction with Balance Calories, we launched an integrated **consumer awareness** and engagement program that talks to teens and their parents about the importance of balancing physical activity and what they drink and eat.

The beverage industry is proud of our many proactive programs that we've undertaken to be part of the solution.