



## MEDIA RELEASE

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### **Beverage industry welcomes long-awaited results of 'Kids Eat, Kids Play' survey**

The Australian Beverages Council welcomes the long-awaited release of the 'Kids Eat, Kids Play' National Children's Nutrition and Physical Activity Survey results.

Tony Gentile, Chief Executive of the Australian Beverages Council said: "The Beverages Industry looks forward to reviewing the detail of this extensive data to help further guide us in appropriate self-regulatory policies and provide insights into consumers needs for product development.'

"It's been 13 years since the last comprehensive study was done on the nutrition intake and physical activity levels of Australian children and as an industry we have not stood still waiting for these results."

"The changes our industry has made since 1995 are significant, with members of the Australian Beverages Council introducing a raft of voluntary initiatives including:

- Increasing the range and availability of beverages with low or no calorie content
- Increasing the range and availability of nutritious beverages
- More choice in portion sizes
- % Daily Intake labeling
- No advertising and marketing of sugar sweetened sparkling drinks to children under 12
- No sugar sweetened sparkling drinks in primary schools
- Consumer education on healthy eating and active lifestyles
- Active engagement with government and health professionals

Our achievements against these commitments are currently being audited and will be made public by the end of 2008.

The Australian beverage industry remains committed to listening and working with governments, educators and health professionals to meet the changing needs of consumers.

**END**

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*The Australian Beverages Council is the peak industry association for the non-alcoholic water & juices based beverages industry.*

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[www.australianbeverages.org](http://www.australianbeverages.org) [www.beveragehealth.org.au](http://www.beveragehealth.org.au)