

NO MORE SUGAR COATING



REDUCING THE APPEAL OF SUGAR-SWEETENED DRINKS



WORLD-LEADING RESEARCH

WE WANTED TO BETTER UNDERSTAND HOW ACCESSIBILITY AFFECTED CONSUMER CHOICE, AND WHETHER LIMITING ACCESS TO UNHEALTHY FOODS AND DRINKS WOULD IMPACT RETAIL REVENUE. SO WE UNDERTOOK SOME WORLD-FIRST BEHAVIOURAL INSIGHT TRIALS.



THE RED DRINKS:

We know that sugar-sweetened beverages

are associated with an increase in body weight and obesity, so we thought this was a good place to start.

IN PARTNERSHIP WITH OUR

KEY RETAILERS

WE WENT ABOUT IMPLEMENTING THE FOLLOWING



GREEN

BEST CHOICE



AMBER

CHOOSE CAREFULLY



RED

LIMIT CONSUMPTION



Includes sugar-sweetened drinks (soft drinks, iced teas and sports drinks), juices with <96% fruit, all juices >300mL, energy drinks, flavoured mineral waters and all milk-based drinks >300mL.



HOW WE DID IT



WE REMOVED 'RED' DRINKS FROM DISPLAY AT THE MAIN FULLY-SERVICED CAFÉ

(consumers could only see the 'green' and 'amber' drinks. The 'red' drinks were concealed behind the counter)



28% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD



22% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD



19% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE REMOVED 'RED' DRINKS FROM SELF-SERVICE REFRIGERATORS AT ANOTHER ONSITE CAFE

(consumers could only see and grasp for 'green' and 'amber' drinks. The 'red' drinks were concealed behind the counter)



71% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD



49% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD



19% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE INCREASED THE PRICE OF 'RED' DRINKS BY 20% AT THE ONSITE CONVENIENCE STORE

(but kept 'green' and 'amber' drinks the same price)



10% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD



10% DECREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD



36% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE INCREASED THE PRICE OF 'RED' DRINKS BY 20% IN OUR VENDING MACHINES

(in a randomised controlled trial but kept 'green' and 'amber' drinks the same price)



12% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD



13% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD



19% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD

THE RESULT



HAPPY RETAILERS

NO SIGNIFICANT DIFFERENCE IN TOTAL DRINK SALES

AND AROUND **36,500 FEWER**

'RED' DRINKS SOLD AT THE ALFRED EACH YEAR

What it means for public health



FAIRLY SIMPLE CHANGES TO THE RETAIL ENVIRONMENT CAN LEAD TO IMMEDIATE AND LASTING IMPACTS ON THE CHOICES PEOPLE MAKE



IMPORTANTLY, THESE CHANGES ARE FINANCIALLY VIABLE FOR THE RETAILER



FUNNILY ENOUGH, MOST PEOPLE DIDN'T EVEN NOTICE THE CHANGES!