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.

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.

**We Increased the Price of 'Red' Drinks by 20% at the Onsite Convenience Store**

- 10% decrease in the proportion of 'red' drinks sold
- 10% increase in the proportion of 'amber' drinks sold
- 36% increase in the proportion of 'green' drinks sold

**We Removed 'Red' Drinks from Display at the Main Fully-Serviced Café**

- 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 Café**

- 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

**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!

**For More Information Contact Kirstan Corben:**

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