



ENVIRONMENTAL SUSTAINABILITY ■ MORE CHOICES. LESS SUGAR. ■ SUPPORTING COMMUNITIES

The next time you open your favorite non-alcoholic beverage – whether it’s a flavored water, kombucha tea, carbonated soft drink or one of the many other choices available today – think about the nearly 19,000 good-paying jobs the beverage industry supports, as well as the \$12.3 billion in direct economic impact that Florida’s beverage companies provide.

Manufacturing and distributing these beverages has a significant, positive impact on our state and local economies, including in the communities where our employees live, work and play. And part of our business model in Florida and wherever we operate is a commitment to protect our natural environment and promote balanced lifestyles.

WHO

The Florida Beverage Association (FlaBev) is the trade association representing Florida’s non-alcoholic beverage producers, marketers, bottlers, and distributors. Our companies make and sell some of the most popular non-alcoholic beverages, including regular, low- and no-calorie soft drinks, bottled water and water beverages, 100 percent juice and juice drinks, coconut water, kombucha, sports drinks, energy drinks and ready-to-drink teas.

WHAT

We provide a unified voice in legislative and regulatory matters at all levels of government and serve as the industry liaison to promote environmental sustainability and balanced lifestyles in Florida.

SUPPORTING OUR COMMUNITIES

We live our values by championing community programs that promote nutrition, physical activity, health, wellness, and environmental sustainability. One way we do this is through our statewide grant program now in its sixth year.



ENVIRONMENTAL SUSTAINABILITY

We Floridians love our state’s natural beauty and environment. That’s why we’ve awarded environmental sustainability grants to a number of local organizations to support their efforts to protect and preserve our planet, including:

- Florida Sea Grant at UF
- City of Miami
- Orange County Public Schools
- City of Orlando
- Santa Rosa County
- Keep Tampa Bay Beautiful
- FL Recreation & Park Association Foundation
- City of Coral Gables
- The Science and Environment Council of Southwest Florida
- Miami-Dade PROS
- City of Tampa
- I’m a STAR Foundation
- Bill Baggs Cape State Park
- Children’s Home Society of Florida

OUR COMMITMENT

We’re working together to help ensure our plastic bottles become new bottles, and they don’t end up in our oceans, rivers and beaches.



More at EveryBottleBack.org

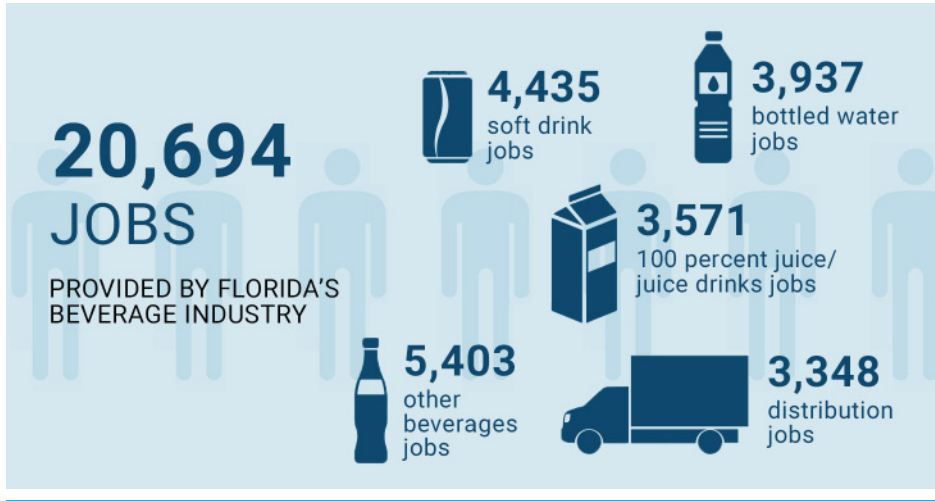
As an industry, we do our best to reduce our impact on the environment. We produce bottles and cans that are 100% recyclable, innovate by using less material in our packaging and invest in recycling directly and through partnership support by:

- Purchasing recycling carts for communities
- Promoting increased recycling participation
- Educating consumers on how to improve the quality of recyclables
- Modernizing recycling infrastructure

Further, our production facilities are on the cutting edge in reducing waste from production, enhancing water use efficiency, and reducing energy and fuel use in our facilities and fleet vehicles.

ECONOMIC IMPACT

Florida's beverage industry is a vital part of Florida's economy. The numbers speak for themselves.



Prepared by John Dunham & Associates, April 2023
<https://flabev.org/images/docs/FBA-Economic-Impact-2023.pdf>

MORE CHOICES. LESS SUGAR

America's beverage companies have a long history of reducing sugar consumed from beverages in the American diet. From our School Beverage Guidelines commitment to our most recent commitment, the Balance Calories Initiative, we are doing the hard work to encourage real and sustainable change in communities in Florida and across the country.

MORE THAN 400 Today there are more than 400 low- and zero-sugar products on the market.

GREW BY 43% From 2014 to 2021, per-person volume sales of water – including sparkling waters - grew by 43.1%.

NEARLY 60% Nearly 60% of products sold today are zero sugar.

DOWN 94% We voluntarily removed full-calorie soft drinks from schools, which has reduced beverage calories shipped to K-12 schools by more than 94%.

OUR GOAL Working together to **reduce beverage calories consumed per person nationally by 20%**

BE CLEAR ON CALORIES

America's beverage companies are supporting Floridians in their efforts to reduce the calories and sugar they get from beverages.



- Putting calorie info up front to make it easier for consumers to find the beverage that's right for them
- Bringing more reduced-sugar and zero-sugar choices, as well as smaller portion sizes, to market
- Voluntarily removing full-calorie soft drinks from schools
- Responsible marketing commitment for audiences under age 13

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