

Helping America's schools teach children to live a balanced lifestyle.

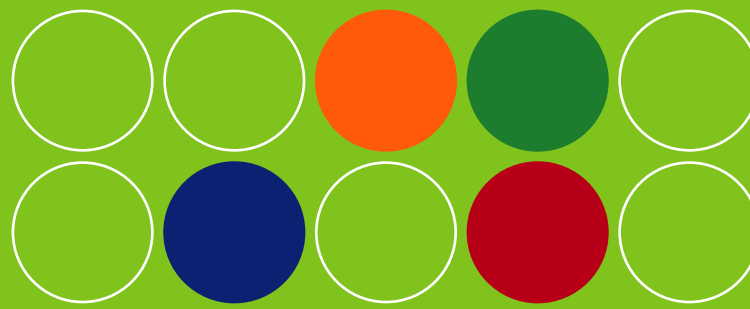
We all know that a balanced lifestyle is key to being healthy. If we can help our children learn the right balance between consuming calories and burning calories, we will give them an important tool they need to live a healthy life.

That is why the beverage industry listened to parents and teamed with the Alliance for a Healthier Generation to develop new School Beverage Guidelines. It's part of a broader effort to teach children the importance of balanced diet and exercise. Working together—parents, teachers, government, health officials and industry—we can help our nation's children grow up healthier.



"The American Beverage Association welcomes the opportunity to work with the Alliance for a Healthier Generation in providing new beverage guidelines for schools that offer more lower-calorie and nutritious or functional beverages. Limiting calories in schools is a sensible approach that acknowledges our industry's long-standing belief that school wellness efforts must focus on teaching kids to consume a balanced diet and exercise more. Schools provide an opportunity to create a healthy environment that equips our children with these skills, and our industry will continue to do its part to contribute to that environment."

Susan K. Neely
President and CEO
American Beverage Association



"This is an important announcement and a bold step forward in the struggle to help America's kids live healthier lives. These industry leaders recognize that childhood obesity is a problem and have stepped up to help solve it. I commend them for working with the Alliance for a Healthier Generation and for taking this important step."

Former President Bill Clinton

"These guidelines are "an important example of the soft drink industry voluntarily working with others to address one of the most critical challenges facing our nation – childhood obesity. I commend the parties involved...and look forward to seeing its positive impact on the health of our children."

Former Arkansas Governor Mike Huckabee

"ABA's beverage guidelines should be a model for wellness policies across the country."

Penny McConnell
Past Director
School Nutrition Association

Learn more at ameribev.org



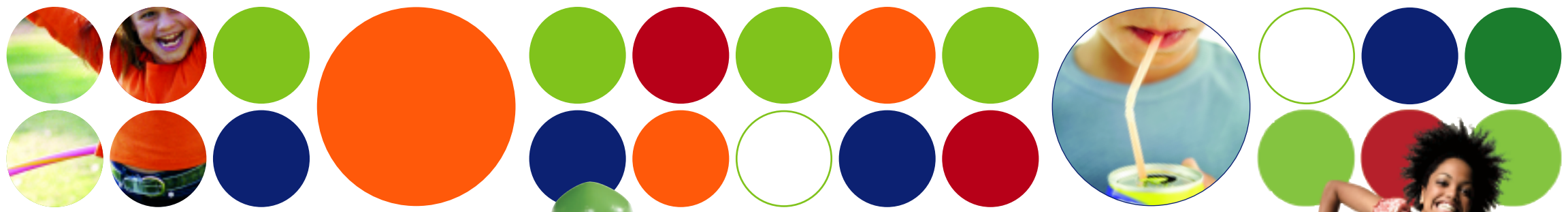
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Working
together for
a healthy
student body.

Introducing new School Beverage Guidelines from America's favorite beverage companies and the Alliance for a Healthier Generation.





Nutrition isn't always on kids' minds. But we know it's on yours.

For years, beverage companies have developed innovative products, programs and policies that promote overall wellness among America's youth. Across the country, we've sponsored educational and fitness initiatives designed to get kids moving. We've also created a wide variety of nutritious and /or lower-calorie products that support healthy lifestyles, and we're constantly developing more.

Now the makers of America's favorite beverages have teamed up with the Alliance for a Healthier Generation to help all kids live healthier lives.

Working with the Alliance for a Healthier Generation, a joint initiative of the William J. Clinton Foundation and the American Heart Association, the American Beverage Association and its member companies have developed new School Beverage Guidelines that limit the number of calories present in beverages throughout schools. These guidelines provide America's students with a broad range of lower-calorie, nutritious, smaller-portion beverage choices.

We are proud of these new School Beverage Guidelines, and the beverage industry will continue to do its part to support healthy, happy kids wherever they are—at school, home and play. After all, we're parents, too.



The new School Beverage Guidelines:

ELEMENTARY SCHOOL

- Bottled water
- Up to 8 ounce servings of milk and 100 percent juice*
- Low fat and non fat regular and flavored milk** with up to 150 calories/8 ounces
- 100 percent juice* with no added sweeteners and up to 120 calories/8 ounces

MIDDLE SCHOOL

- Same as elementary school, except juice and milk may be sold in 10 ounce servings***

HIGH SCHOOL

- Bottled water
- No- or low-calorie beverages with up to 10 calories/8 ounces
- Up to 12 ounce servings of milk, 100 percent juice*, and certain other drinks
 - Low fat and non fat regular and flavored milk with up to 150 calories/8 ounces**
 - 100 percent juice* with no added sweeteners and up to 120 calories/8 ounces
 - Other drinks with no more than 66 calories/8 ounces (e.g., light juices, sports drinks and enhanced waters)
- At least 50 percent of non-milk beverages must be water and no or low calorie options

*100 percent juice that contains at least 10 percent of the recommended daily value for three or more vitamins and minerals.

**Milk includes nutritionally equivalent milk alternatives (per USDA). In recognition of the currently limited availability of flavored milk with less than 150 calories/8 oz and the importance of milk's natural nutrients in children's diet's, flavored milk with up to 180 calories/8 oz will be allowed under these guidelines until August 31, 2008 so long as schools attempt to buy the lowest calorie flavored milk available to them. Because of unique CA state milk regulations, the calorie limit for fat-free and low fat flavored milk in CA schools is 180 calories/8 oz with a transition period until August 31, 2008 that allows 210 calories/8 oz.

***As a practical matter, if middle and high school students have shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the high school standard.

The public overwhelmingly supports the Guidelines.

Parents tell us they welcome an industry initiative that gives their kids a variety of lower-calorie and nutritious beverages in schools.

A recent nationwide survey showed that:
88% OF PARENTS FAVOR OUR NEW INDUSTRY PROPOSAL.



These new Guidelines limit calories and increase nutritious offerings.

