Balance Calories Initiative

A nationwide initiative to help fight obesity by reducing calories consumed from beverages in Americans’ diets and promoting calorie awareness and balance.

The Balance Calories Initiative is a national, multi-year effort from America’s leading beverage companies and the Alliance for a Healthier Generation to help fight obesity by reducing beverage calories consumed per person nationally by 20% by 2025.

The elements of the program include:

Increasing Interest in and Access to Reduced Calorie Beverage Choices with Special Community-Level Focus

America’s beverage companies will use their marketing, innovation and distribution strengths to increase interest in and expand access to water, no- and lower-calorie beverages and smaller-portion sizes by:

- Leveraging the companies’ product and packaging innovation, marketing and distribution expertise, as well as consumer awareness efforts.
- Working closely in local markets with retailers to increase access to no- and lower-calorie products and smaller-portion packages and drive interest in these products through proven promotional efforts like product placement, featured merchandising, couponing and other incentives.
- Focusing on communities where we can have the greatest impact: where there has been less interest in and/or access to beverage options that can help consumers reduce their calories. We will start in communities in Little Rock, Ark., and Los Angeles, Calif., and adapt and expand learnings from these markets to communities in 8 to 10 metropolitan areas.

Encouraging Calorie Awareness and Balance at Points-of-Purchase

America’s beverage companies will provide calorie information and encourage consumers to consider calorie balance in their purchase decisions by:

- Placing calorie counts and calorie awareness messages on all company-controlled point-of-sale equipment nationwide, which includes more than 3 million vending machines, self-serve fountain dispensers, and retail coolers in convenience stores, restaurants and other locations.
- Working with the Alliance for a Healthier Generation to engage leading trade associations and other retail partners to participate and display calorie information on coolers, vending machines and fountain equipment controlled by independent owners.

Increasing Consumers’ Awareness of Calorie Balance Through a National, Multi-Year Awareness and Engagement Program

America’s beverage companies will launch Mixify™, an integrated consumer awareness and engagement program that talks to teens about the importance of balance and supports their parents’ ongoing efforts to help them balance what they drink and eat with what they do. As part of Mixify™, companies will:

- Leverage the companies’ collective marketing expertise and unique ability to connect with consumers to reach teens on their own terms in ways that fit easily into their day-to-day lives.
- Reach millions of teens and moms through a multi-year effort that includes extensive social media engagement, digital and TV advertising and online resources including tips and tools.