



# International Sugar Organization

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## EXECUTIVE DIRECTOR

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(English only)

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### Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

#### FoodNavigator.com



#### Marketing strategies must shift as consumers become more price-sensitive now than pre-pandemic

While most consumers are cautiously optimistic that life will return to 'normal' this year after the coronavirus outbreak uprooted most aspects of everyday life last year, many remain concerned about the long-term economic impact of the pandemic and are more

price-conscious – elevating the importance of communicating deals, values and benefits, according to new research.

<https://www.foodnavigator-usa.com/article/2021/06/29/marketing-strategies-must-shift-as-consumers-become-more-price-sensitive-now-than-pre-pandemic>



#### Will the UK's junk food marketing clampdown combat childhood obesity?

The UK Government announced plans to limit the advertising of unhealthy foods last week. The food and advertising industries expressed 'disappointment' at 'draconian' measures, while health campaigners welcomed the news but voiced concern over possible

future loopholes. With so many complex and interlinked issues driving childhood obesity rates, the most important question remains: Will it work?

<https://www.foodnavigator.com/article/2021/06/29/will-the-uk-s-junk-food-marketing-clampdown-combat-childhood-obesity>



#### Europe's soft drinks industry to reduce added sugars in beverages by another 10%

UNESDA has announced new and enhanced commitments to reduce the average added sugars in beverages by another 10% across Europe.

<https://www.foodnavigator.com/article/2021/06/29/europe-s-soft-drinks-industry-to-reduce-added-sugars-in-beverages-by-another-10>



**'World's first' enzymatically recycled bottles developed for PepsiCo, Suntory and Nestlé**

In an industry first, food-grade PET plastic bottles produced entirely from enzymatically recycled plastic have been developed for brands Perrier, Orangina, and Pepsi Max.

<https://www.foodnavigator.com/article/2021/06/30/world-s-first-enzymatically-recycled-bottles-developed-for-pepsico-suntory-and-nestle>



**Better Juice ramps up plans for US market entry of enzymatic sugar reduction technology**

With a recent \$8m cash infusion raised in a seed investment round led by several Israeli investors, Better Juice is scaling up the production capacity of its sugar reduction technology and focusing on deploying the technology in the US market, says Eran Blachinsky, PhD, founder and CEO of Better Juice.

<https://www.foodnavigator-usa.com/article/2021/07/01/better-juice-ramps-up-plans-for-us-market-entry-of-enzymatic-sugar-reduction-technology>

