

2025 Beverage Calories Initiative:

Report on 2019 Progress toward the Community Calorie Goal

PREPARED FOR:

American Beverage Association
Alliance for a Healthier Generation

PREPARED BY:

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EXECUTIVE SUMMARY

In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation (“Healthier Generation”) announced a commitment to help reduce beverage calories in the American diet. This commitment includes two key components: (1) the National Initiative, which aims to reduce liquid refreshment beverage (“LRB”) calories consumed per person nationally by 20% by 2025 (i.e., the national calorie goal); and (2) the Communities Initiative, which aims to achieve equivalent reductions over ten years in eight to ten select communities where the challenge is believed to be greatest (i.e., the community calorie goal). The collective effort to fulfill these commitments is called the 2025 Beverage Calories Initiative (“BCI”).

To measure progress over time, the ABA retained Keybridge as a third-party evaluator. This is the fourth report on progress toward the *community* calorie goal. A report on progress toward the *national* calorie goal released in September 2020 estimated that LRB calorie consumption fell by 2.4% in 2019 (roughly 4.8 calories per person per day). This was the third consecutive and largest one-year calorie decline seen since the BCI was launched. The report concluded that despite three years of progress, calorie reductions still need to accelerate.

This report on progress toward the community calorie goal demonstrates that LRB calories per person also declined in each of the five BCI Communities in 2019. The total reductions in LRB calories per person since the 2014 and 2015 baseline years varies among the communities, but all have seen net reductions. In addition to detailed results by community, this report points to the following conclusions:

- 1) LRB calories per person declined in all five BCI Communities for the third consecutive year, and for the fifth consecutive year in the Eastern L.A. BCI Community.
- 2) The average annual pace of calorie reductions from 2016 to 2019, if maintained, would be enough to exceed the 2025 calorie reduction goal in three of the five BCI Communities and needs to accelerate to meet the goal in the other two.
- 3) Volumes of low- and no-calorie beverages have grown in all five communities since their baseline years.
- 4) Calorie reductions from carbonated soft drinks (“CSDs”) helped to drive the overall calorie reductions in all five communities. Calorie reductions from other beverage categories also made important contributions in some communities.
- 5) CSD volume reductions were almost entirely driven by decreasing consumption of full-calorie CSDs in 2018 and 2019, while volumes of low- and no-calorie CSDs were mostly flat, after years of significant declines.
- 6) Reductions in LRB calories per person since the baseline year have occurred despite growth in per person LRB volumes in four of the five communities.

I. INTRODUCTION

In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation (“Healthier Generation”) announced a commitment to help reduce beverage calories in the American diet. This commitment includes two key components: (1) the National Initiative, which aims to reduce liquid refreshment beverage (“LRB”) calories consumed per person nationally by 20% by 2025 (i.e., the national calorie goal); and (2) the Communities Initiative, which aims to achieve equivalent reductions over ten years in eight to ten select communities where the challenge is believed to be greatest (i.e., the community calorie goal). The narrower focus of the Communities Initiative also helps the BCI Companies to identify effective calorie reduction strategies that might be applied across a broader set of geographies or sales channels to achieve the national calorie goal. The collective effort to fulfill these commitments is called the 2025 Beverage Calories Initiative (“BCI”).

Since 2014, five communities have been selected for participation in the Communities Initiative. The first two BCI Communities, which include specific neighborhoods in Eastern Los Angeles, CA, and Little Rock, AR, were announced at the signing of this commitment in September 2014. The next BCI Community, which includes

Figure 1
Community Baseline & Implementation Years

BCI Community	2014	2015	2016	2017	2018	2019
Eastern L.A.	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Little Rock	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Montgomery-Lowndes	-	Baseline	Year 1	Year 2	Year 3	Year 4
Mississippi Delta	-	Baseline	Year 1	Year 2	Year 3	Year 4
Bronx-Brooklyn	-	Baseline	Year 1	Year 2	Year 3	Year 4

the South Bronx and Brooklyn’s Bedford-Stuyvesant and Crown Heights neighborhoods in New York City, was announced in May 2015. Finally, two communities, comprised of two counties in Alabama (Montgomery and Lowndes) and four counties in the Delta area of Northwest Mississippi (Coahoma, Panola, Quitman, and Tunica), were announced in April 2016. Because these communities were selected at different times, the baseline years from which progress is measured in the communities differ. In the Eastern L.A. and Little Rock BCI Communities, industry actions began in 2015, so the baseline year for those communities is 2014. Industry actions in the other three communities began in 2016, so the baseline year is 2015.

The five BCI Communities have diverse geographies and demographics, but share key socioeconomic characteristics, which contributed to their selection. All five communities have higher poverty rates and lower median incomes than the national average. Additionally, proprietary data from The Coca-Cola Company, Keurig Dr Pepper, and PepsiCo (“the BCI Companies”) show that reduced-calorie beverages represent a smaller share of sales in those communities than they do nationally.¹

The commitment includes independent, third-party monitoring of progress over time. In consultation with Healthier Generation, the ABA held a competitive request-for-proposal process and selected Keybridge to measure and monitor progress. Each year, progress toward the

¹ A more detailed description of each community can be found in the Baseline Communities Initiative report, available at <https://www.ameribev.org/education-resources/policies-research/bci/>.

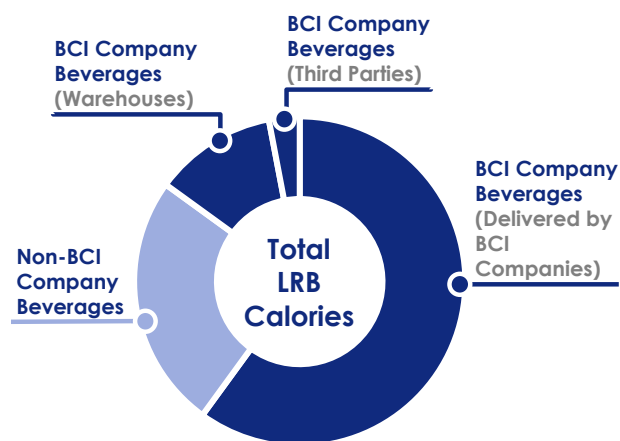
national and community calorie goals is reported publicly. This report features 2019 progress toward the community calorie goal. (Previous reports are available at <https://www.ameribev.org/education-resources/policies-research/bci/>. In addition to earlier calorie consumption estimates, more detailed information about the calorie reduction strategies being implemented is available in previous progress reports and in downloadable summaries from each company available at the above link.)

II. METHODOLOGY SUMMARY

Measuring calories per person at the community level presents different challenges and greater uncertainties compared to measurement at the national level. The main challenge is that there are no existing datasets that report beverage volumes for the specific BCI Communities. Therefore, multiple custom datasets were used – and will continue to be used – to estimate LRB volumes at the community level. These datasets include BCI Company beverage volume data, custom Scantrack data, company customer lists, and Dun & Bradstreet store lists.

The various datasets and differing methodologies were used to estimate total LRB calories from each of the following four sources of beverage calories: (1) BCI Company-delivered beverages, (2) Non-BCI Company beverages, (3) BCI Company beverages delivered through warehouses, and (4) BCI Company beverages sourced from third parties. The methodologies used to estimate beverage calories from each source are included in the accompanying detailed methodology document. Figure 2 shows the average share of calories estimated to come from each of these sources among the five communities. Calories from each source were summed and divided by local population estimates from the Census Bureau to estimate calories per person in each community.

Figure 2
Sources of Total LRB Calories in BCI Communities
Share of Total LRB Calories



Sources: BCI Company-Reported Volumes & Nielsen Scantrack

There are many uncertainties related to measuring LRB calories per person in narrow geographies, which increase the margins of error in comparison to national estimates. These include, but are not limited to, the impact of commuters, store openings and closings, and a reliance on smaller, less representative samples to estimate the volumes of some beverages and annual population changes.² The Bronx-Brooklyn BCI community has a higher degree of uncertainty compared to the other communities due to the large number of commuters and other data limitations that are discussed in the detailed methodology.

² These uncertainties are discussed at length in the accompanying detailed methodology document available at <https://www.ameribev.org/education-resources/policies-research/bci/>.

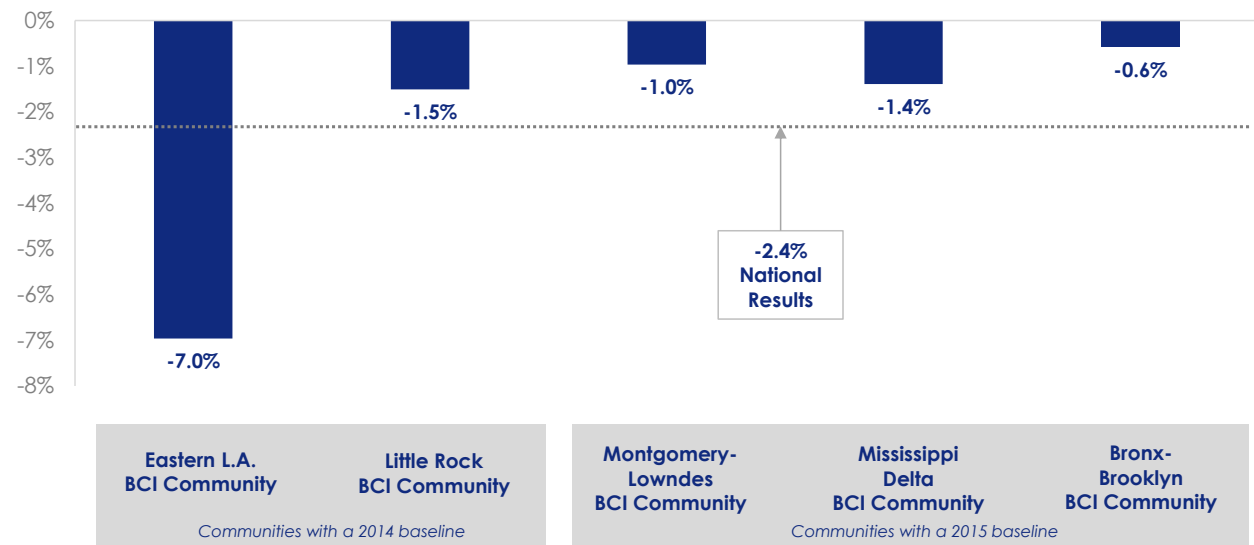
Calorie estimates for 2014 to 2018 have been updated from previously published estimates. The differences reflected in these updates are mostly due to revisions of beverage sales volume data, but some are due to slight revisions in the methodology. As the initiative continues, and progress is measured over longer periods of time, the degree of certainty regarding changes in LRB calories per person at the community level increases. More details about the methodology, revisions to the methodology, and key uncertainties are discussed in the detailed methodology document available at <https://www.ameribev.org/education-resources/policies-research/bci/>.

III. RESULTS: PROGRESS TOWARD THE COMMUNITY CALORIE GOAL

3.1 Summary of Progress across BCI Communities in 2019

The primary measure of progress for the community calorie goal is the change in LRB calories per person per day. As shown in Figure 3, LRB calories per person per day declined in all five BCI Communities in 2019. In the Eastern L.A. BCI Community, the percent decline was much larger than the national decline. In the other four communities, the declines were smaller than the national decline.

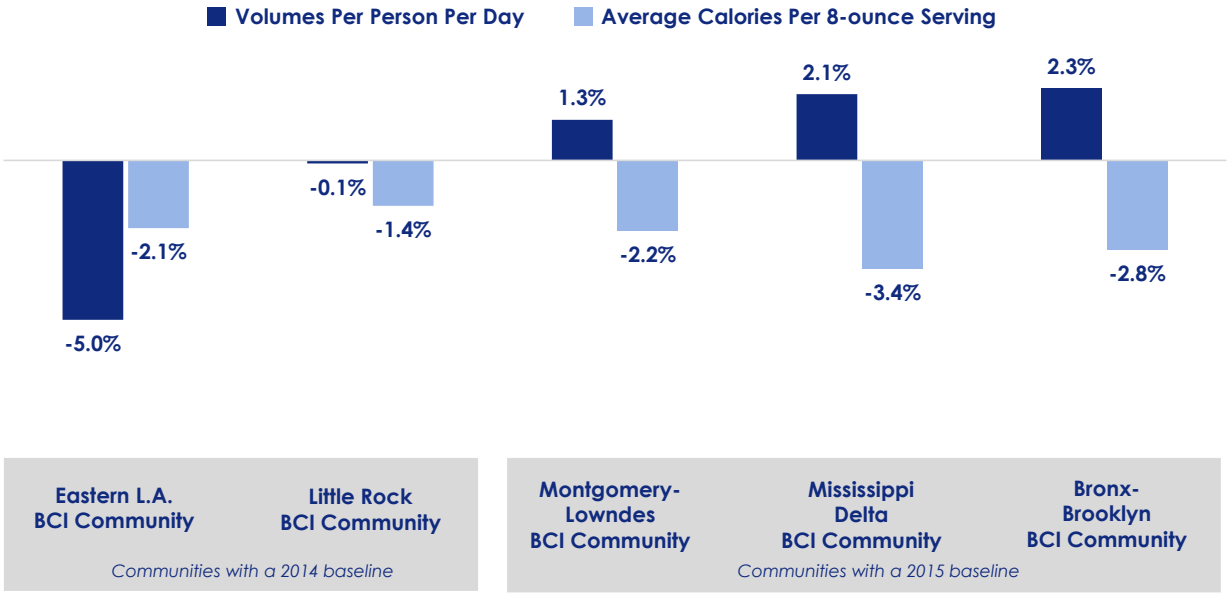
Figure 3
Change in LRB Calories Per Person Per Day
Percent Change from 2018 to 2019 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack

As shown in Figure 4, per person calorie reductions were driven by reductions in calories per 8-ounce serving in all communities and reductions in volumes per person in two of the communities. While total LRB volumes per person declined in just two communities, the volumes per person of full-calorie beverages declined in all five. The decline in full-calorie beverage volumes accounted for all, or almost all, of the calorie reductions in each community. Meanwhile, volumes of low- and no-calorie beverages continued to increase in four communities, and they fell at a much slower rate than full-calorie beverages in the remaining community. The resulting shift in the product mix helped drive reductions in average calories per 8-ounce serving across the five communities.

Figure 4
Change in LRB Volumes Per Person Per Day & Average Calories Per 8-ounce Serving
Percent Change from 2018 to 2019 by BCI Community

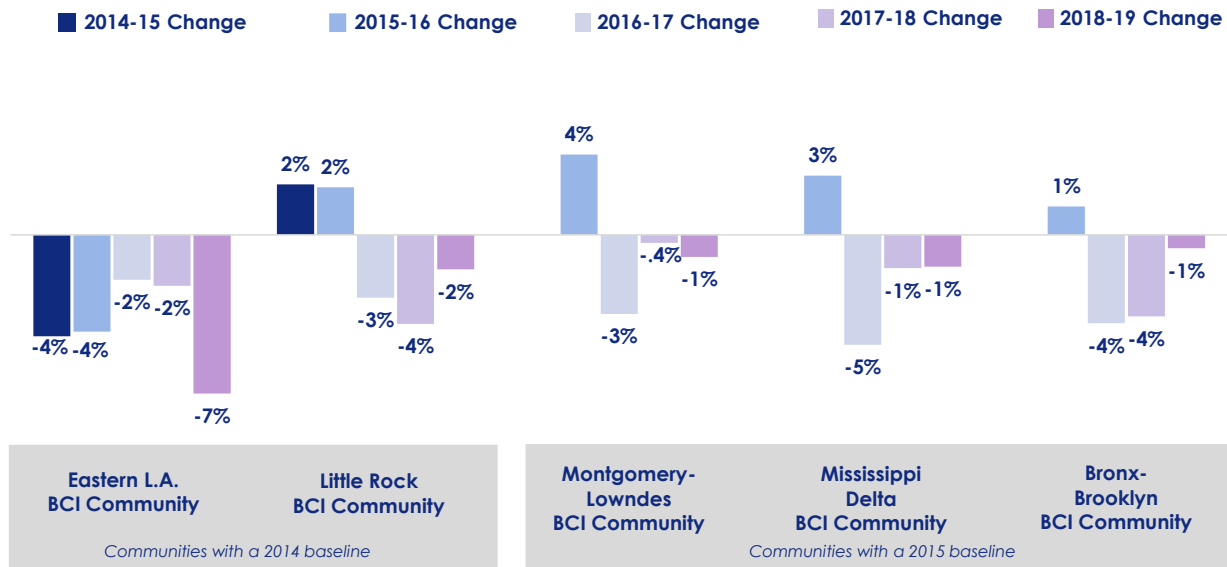


Sources: BCI Company-Reported Volumes & Nielsen Scantrack

3.2 Summary of Progress across BCI Communities since the Baseline Year

The Eastern L.A. BCI Community had its fifth consecutive year of per person LRB calorie decreases in 2019, as shown in Figure 5. Each of the other four BCI Communities had their third consecutive year of per person LRB calorie decreases. Those communities experienced calorie increases in the first one to two years of BCI implementation as a result of growing volumes per person that more than offset reductions in calories per 8-ounce serving. However, since those initial years, calories per person have consistently declined.

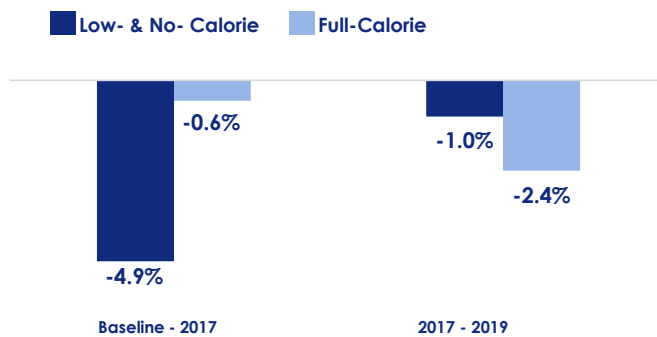
Figure 5
Change in LRB Calories Per Person Per Day
 Yearly Percent Change by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack

Another key change that has helped accelerate calorie reductions has been the shift in which types of CSDs are declining in volume. As seen in Figure 6, the volumes of low- and no-calorie CSDs declined at an average annual rate of 4.9% across the five BCI Communities from Baseline through 2017. In that time, full-calorie CSD volumes declined at an average annual rate of just 0.6%. As a result, no- and low-calorie CSDs accounted for most of the overall CSD volume reductions. From 2017 to 2019, however, this pattern reversed, and full-calorie CSD volumes declined by an average of 2.4% per year across the communities, while volumes of low- and no-calorie CSDs were much more stable. In those two years, full-calorie CSDs accounted for more than 95% of the CSD volume reductions, greatly enhancing the impact of the CSD volume reductions on calorie consumption.

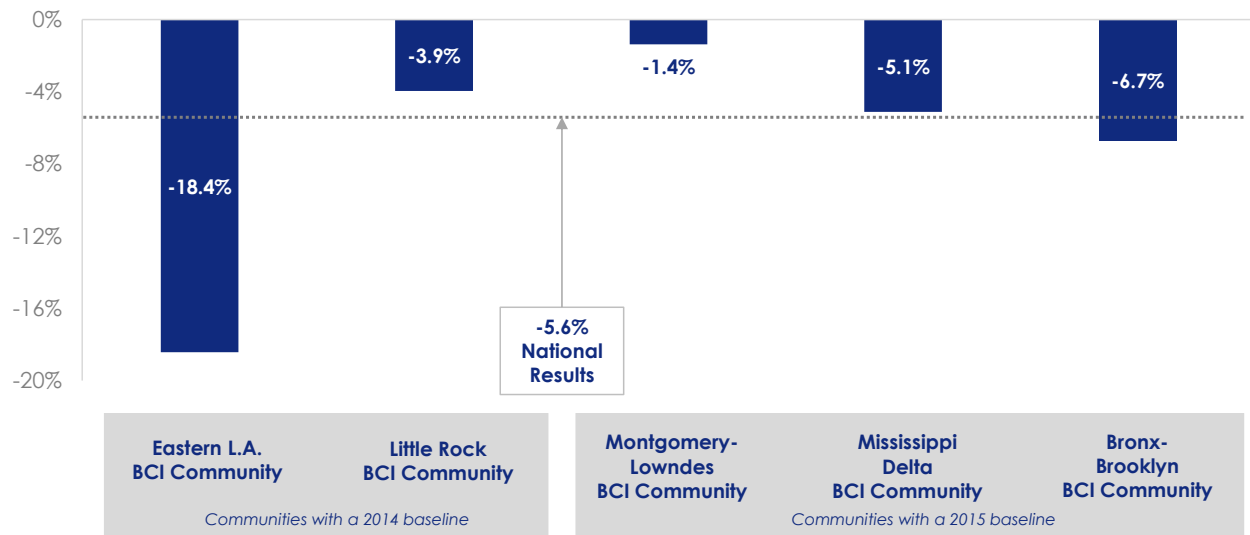
Figure 6
Change in CSD Volumes by Calorie Category
 Average Annual Percent Change in Per Person Volumes



Sources: BCI Company-Reported Volumes & Nielsen Scantrack

As a result of these and other changes in mix and volumes, LRB calories per person are now lower than they were in the baseline year in every BCI Community. Figure 7 shows that the cumulative reductions vary from 1.4% to 18.4%. The 18.4% reduction since the baseline year in the Eastern L.A. BCI Community greatly exceeds the national average and the observed reductions in the other BCI Communities. The 6.7% calorie reduction in the Bronx-Brooklyn BCI Community exceeded the national average by just over a percentage point and the 5.1% calorie reduction in the Mississippi Delta BCI Community was just half a percentage point short of the national average. Reductions in the Little Rock and Montgomery-Lowndes BCI Communities fell more than a percentage point short of the 5.6% national average decline at 3.9% and 1.4% since their baseline years, respectively.

Figure 7
Change in LRB Calories Per Person Per Day
Percent Change from Baseline to 2019 by BCI Community



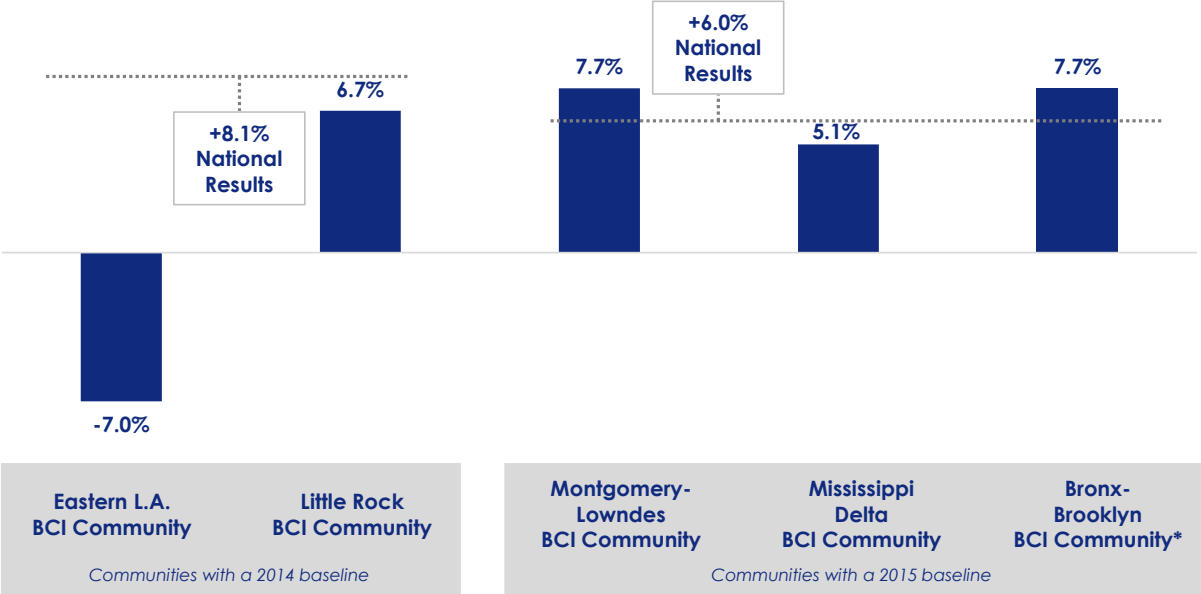
Sources: BCI Company-Reported Volumes & Nielsen Scantrack

In order to meet the calorie reduction goals in each community, the average annual pace of per person calorie reductions will need to meet or exceed 2% per year over the course of the commitment period. Figure 5 shows that the average pace achieved thus far in the Eastern L.A. BCI Community has greatly exceeded the required pace. Progress since baseline in the other four BCI Communities has been slower than the average annual pace needed to achieve the national calorie goal on time. However, when looking at just the last three years – from 2016 to 2019 – the average pace achieved has exceeded 2% per year in all but one community (Montgomery-Lowndes). Maintaining their 2016-19 calorie reduction paces for the remaining years of the commitment would be sufficient to meet or exceed the calorie goal in the Eastern L.A., Mississippi Delta, and Bronx-Brooklyn BCI Communities and would result in an 18.6% reduction below baseline levels in the Little Rock BCI Community. Finally, the 1.6% average annual pace of per person calorie reductions over the past three years in the Montgomery-Lowndes BCI Community will need to accelerate to nearly 3% per year in order to meet the goal.

3.3 Drivers of the Change in Calories Per Person since the Baseline Year

Per person LRB calorie decreases can be driven by reductions in either per person volumes or calories per 8-ounce serving. Figure 8 shows that decreases in total LRB volumes contributed to calorie decreases only in the Eastern L.A. BCI Community, where they accounted for more than a third of the 18.4% decrease in LRB calories per person. In the other four BCI Communities, total LRB volumes per person increased by 5.1% to 7.7%, meaning that total LRB volume changes did not contribute to the decrease in LRB calories. This was also true at the national level.

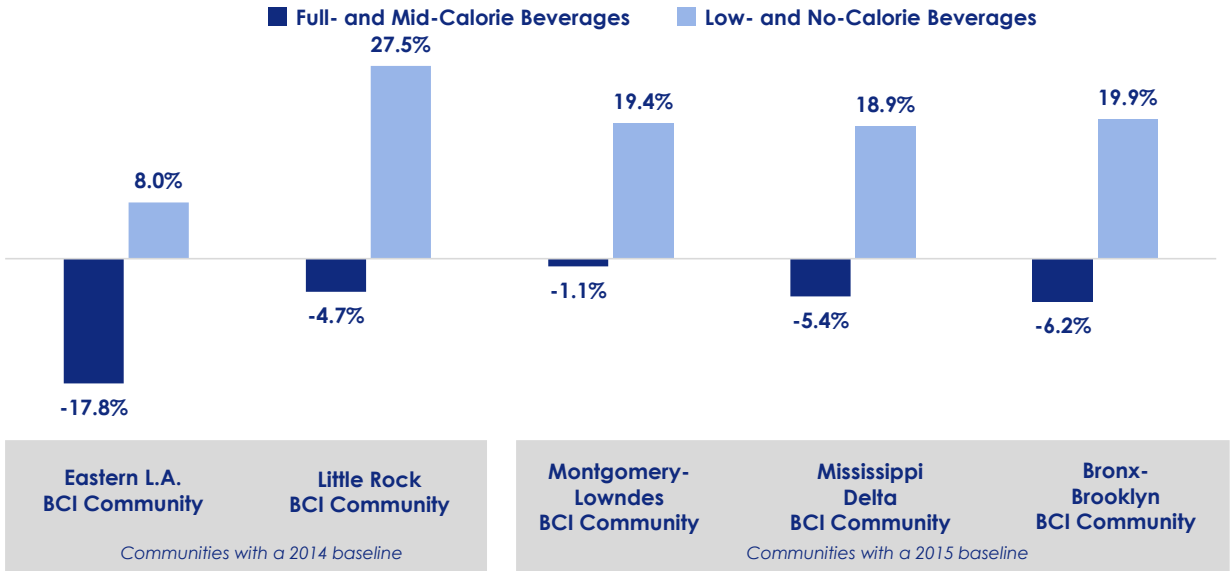
Figure 8
Change in LRB Volumes Per Person Per Day
Percent Change from Baseline to 2019 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack
 * Uncertainty is higher in the Bronx-Brooklyn BCI Community due to data limitations (See Detailed Methodology).

While total LRB volumes increased in four of the five BCI Communities and declined in one, the volumes of low- and no-calorie beverages grew substantially in all five BCI Communities. As Figure 9 shows, per person volumes of those low- and no-calorie beverages grew by more than 18% in four of the BCI Communities, which is faster than the national average, and by 8% in the other. Figure 9 also shows that full- and mid-calorie beverage volumes per person declined in all five BCI communities.

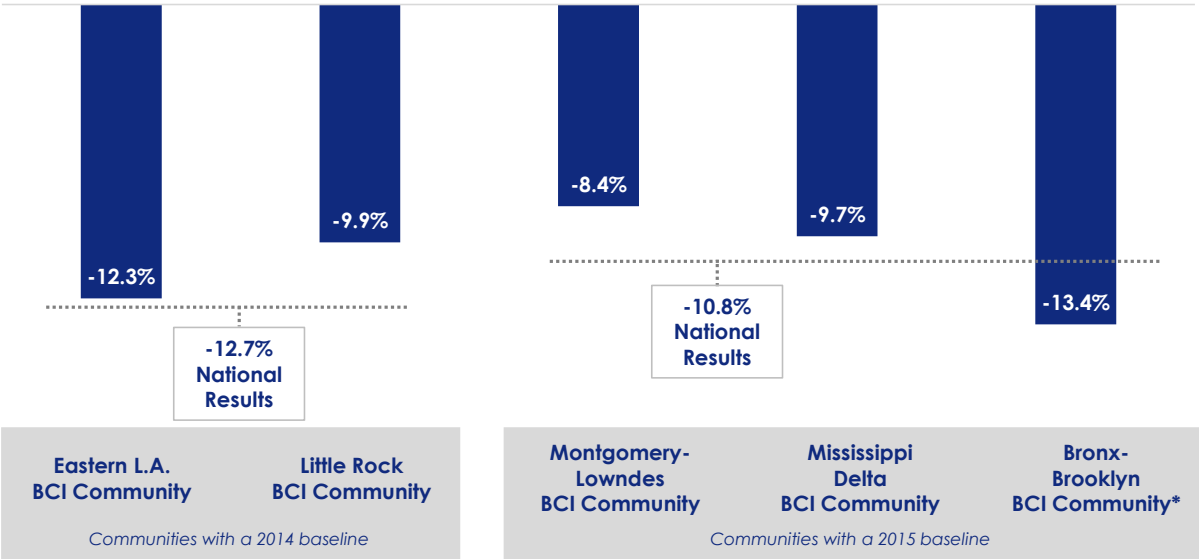
Figure 9
Change in LRB Volumes Per Person Per Day by Calorie Category
Percent Change from Baseline to 2019 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack

The divergent trends in low- and no- versus full- and mid-calorie beverages indicate a shift in the product mix that is similar to the shift observed nationally. These shifts drove the 8.4% to 13.4% reductions in average calories per 8-ounce serving in the five BCI Communities that are shown in Figure 10. This shows how consistent the changes in the caloric mix of beverages have been across communities and nationally, even in the Eastern L.A. BCI Community, where the pace of calorie reductions has greatly exceeded the national average. These shifts in the product mix account for the entire reduction in LRB calories per person in four of the five communities and nearly two-thirds of the reduction in the Eastern L.A. BCI Community.

Figure 10
Change in LRB Calories per 8-Ounce Serving
Percent Change from Baseline to 2019 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack
 * Uncertainty is higher in the Bronx-Brooklyn BCI Community due to data limitations (See Detailed Methodology).

3.4 Progress by Community

This section summarizes key results for each community. It also highlights economic characteristics that explain why these geographies were selected as BCI Communities. Each set of results features the changes in LRB calories per person, LRB volumes per person, and average calories per 8-ounce serving and compares those with the national results published in the [BCI Report on 2019 Progress toward the National Calorie Goal](#). The results also show which beverage categories contributed the most toward calorie reductions and how the pace of reductions compares with the average annual pace needed to achieve the community calorie goal.

EASTERN L.A. BCI COMMUNITY

COMMUNITY CHARACTERISTICS



**Baseline Year:
2014**

Community:	Lincoln Heights, El Sereno, Boyle Heights and East Los Angeles, California
Population (2014):	286,898
Median Household Income (2014):	\$37,282 (30% below the Median U.S. Household Income)
Poverty Rate (2014):	28% vs. 16% nationally
Obesity:	Local data show that obesity rates in the selected neighborhoods are over 5 percentage points greater than in the county overall.

HEADLINE RESULTS

LRB calories per person per day declined by 7.0 percent in 2019 and by 18.4 percent since baseline. Calories per person have decreased at a much faster rate than they have nationally because LRB volumes per person per day decreased. The biggest driver of this has been the much larger reductions in full- and mid-calorie beverage volumes since baseline in this BCI community (-17.8 percent) than in the nation as a whole (-5.1 percent).

	2018-19		2014 Baseline-2019	
	Community	National	Community	National
Calories per Person per Day	-7.0%	-2.4%	-18.4%	-5.6%
Volumes per Person per Day	-5.0%	+0.5%	-7.0%	+8.1%
- Full- and Mid-Calorie Beverages	-7.0%	-2.5%	-17.8%	-5.1%
- No- and Low-Calorie Beverages	-2.7%	+2.9%	+8.0%	+21.3%
Calories per 8-ounce Serving	-2.1%	-2.9%	-12.3%	-12.7%

CHANGE BY BEVERAGE CATEGORY

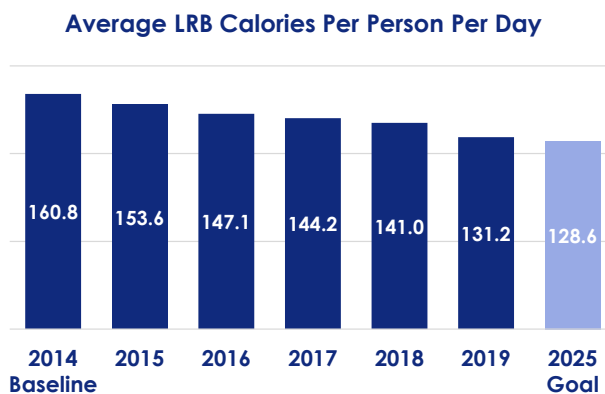
Declines in calories from 100% juice and juice drinks made the largest contribution to per person calorie reductions since 2014, followed closely by calorie reductions from CSDs.

Change in Calories per Person per Day

	2018-2019	2014-2019
Carbonated Soft Drinks (CSDs)	-5.2 ↓	-13.5 ↓
100% Juice & Juice Drinks	-3.5 ↓	-14.8 ↓
Ready to Drink (RTD) Teas	-0.1 ↓	-1.6 ↓
All Other Beverages	-1.0 ↓	+0.3 ↑

PROGRESS TOWARD THE CALORIE GOAL

LRB calories per person in the Eastern L.A. BCI Community have fallen faster than the average pace needed to achieve the community calorie goal in each of the first five years of BCI implementation.



LITTLE ROCK BCI COMMUNITY

COMMUNITY CHARACTERISTICS



Baseline Year:
2014

Community:	The four lowest income zip codes in Little Rock, Arkansas: 72202, 72204, 72206, and 72209
Population (2014):	98,277
Median Household Income (2014):	\$31,749 (41% below the Median U.S. Household Income)
Poverty Rate (2014):	27% vs. 16% nationally
Obesity:	The city of Little Rock ranks in the top 20% of metropolitan areas in the country in terms of obesity rate.

HEADLINE RESULTS

LRB calories per person decreased by 1.5 percent in 2019 while volumes per person decreased by 0.1 percent. Changes in all of the key metrics – LRB calories per person, volumes per person, and calories per 8-ounce serving – align closely with the national results in 2018-2019 and since the baseline year. Growth since baseline of no- and low-calorie beverages in this community (27.5 percent) surpasses growth at the national level (21.3 percent).

	2018-19		2014 Baseline-2019	
	Community	National	Community	National
Calories per Person per Day	-1.5%	-2.4%	-3.9%	-5.6%
Volumes per Person per Day	-0.1%	+0.5%	+6.7%	+8.1%
- Full- and Mid-Calorie Beverages	-1.4%	-2.5%	-4.7%	-5.1%
- No- and Low-Calorie Beverages	+1.7%	+2.9%	+27.5%	+21.3%
Calories per 8-ounce Serving	-1.4%	-2.9%	-9.9%	-12.7%

CHANGE BY BEVERAGE CATEGORY

Calorie reductions per person per day since 2014 were driven by reductions in calories from CSDs and RTD teas. These declines were slightly curbed by growth in calories from other beverages.

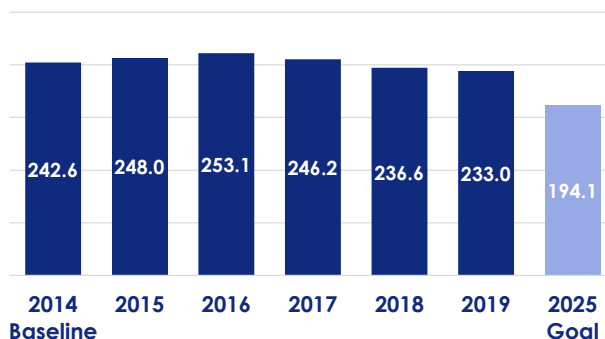
Change in Calories per Person per Day

	2018-2019	2014-2019
Carbonated Soft Drinks (CSDs)	-2.5	-10.7
100% Juice & Juice Drinks	-0.7	+2.3
Ready to Drink (RTD) Teas	-0.1	-2.2
All Other Beverages	-0.3	+1.1

PROGRESS TOWARD THE CALORIE GOAL

From 2016 to 2019, calories per person fell by 2.7% per year. While faster than the 2.0% average pace needed over the full period, the pace needs to accelerate to 3.0% over the remaining years to make up for the calorie increases observed in 2015 and 2016 and still hit the 20% reduction goal.

Average LRB Calories Per Person Per Day



MONTGOMERY-LOWNDES BCI COMMUNITY

COMMUNITY CHARACTERISTICS



Baseline Year:
2015

Community:	Lowndes and Montgomery Counties, Alabama
Population (2015):	238,964
Median Household Income (2015):	\$45,483 (16% below the Median U.S. Household Income)
Poverty Rate (2015):	23% vs. 15% nationally
Obesity:	Montgomery and Lowndes counties have a combined adult obesity rate of 34%, while Lowndes County is ranked as the 2nd most obese county in the U.S.

HEADLINE RESULTS

LRB calories per person declined by 1.0% in 2019. A reduction of 1.4% since the 2015 baseline is the smallest reduction that has been observed among the five BCI Communities. This difference is due both to faster volume growth and slower reductions in calories per 8-ounce serving than those observed in other communities. Another reason for the relatively low reductions since 2015 is that calories per person grew by 4% in the first year of implementation. That growth had to be fully offset before reductions from the 2015 baseline estimate could be achieved.

	2018-19		2015 Baseline-2019	
	Community	National	Community	National
Calories per Person per Day	-1.0%	-2.4%	-1.4%	-5.5%
Volumes per Person per Day	+1.3%	+0.5%	+7.7%	+6.0%
- Full- and Mid-Calorie Beverages	-0.7%	-2.5%	-1.1%	-5.2%
- No- and Low-Calorie Beverages	+3.5%	+2.9%	+19.4%	+16.6%
Calories per 8-ounce Serving	-2.2%	-2.9%	-8.4%	-10.8%

CHANGE BY BEVERAGE CATEGORY

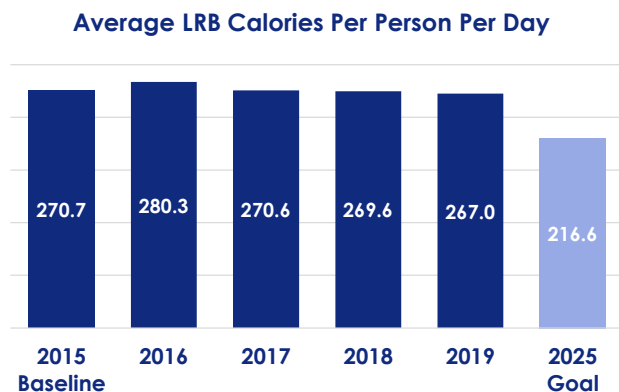
Declines in calories from carbonated soft drinks made the largest contribution to per person calorie reductions since 2015, followed by calorie reductions from RTD teas and sports drinks.

Change in Calories per Person per Day

	2018-2019	2015-2019
Carbonated Soft Drinks (CSDs)	-1.8	-4.7
Sports Drinks	-0.6	-0.5
Ready to Drink (RTD) Teas	-0.5	-0.9
All Other Beverages	+0.2	+2.4

PROGRESS TOWARD THE CALORIE GOAL

The pace of per person LRB calorie reductions since baseline needs to accelerate to achieve the calorie goal. The average of a 0.3 percent reduction pace must accelerate to meet the goal.



MISSISSIPPI DELTA BCI COMMUNITY

COMMUNITY CHARACTERISTICS



Baseline Year:
2015

Community:	Coahoma, Quitman, Panola, and Tunica Counties, Mississippi
Population (2015):	79,093
Median Household Income (2015):	\$32,198 (40% below the Median U.S. Household Income)
Poverty Rate (2015):	29% vs. 15% nationally
Obesity:	With a combined adult obesity rate of 40%, all four counties' obesity rates are in the top 15% of counties in the U.S. Three of them rank in the top 1%.

HEADLINE RESULTS

LRB calories per person declined by 1.4 percent in 2019, the fourth year and third full year of the BCI focus on this community, netting an overall decrease of 5.1 percent since baseline. This decrease was slower than the average decrease nationally due primarily to a faster increase in volumes per person per day. From baseline, reductions in this community are on pace with what was achieved nationally.

	2018-19		2015 Baseline-2019	
	Community	National	Community	National
Calories per Person per Day	-1.4%	-2.4%	-5.1%	-5.5%
Volumes per Person per Day	+2.1%	+0.5%	+5.1%	+6.0%
- Full- and Mid-Calorie Beverages	-1.9%	-2.5%	-5.4%	-5.2%
- No- and Low-Calorie Beverages	+6.6%	+2.9%	+18.9%	+16.6%
Calories per 8-ounce Serving	-3.4%	-2.9%	-9.7%	-10.8%

CHANGE BY BEVERAGE CATEGORY

Declines in calories from carbonated soft drinks accounted for almost all of overall calorie reductions since 2015. Calories from sports drinks have also declined.

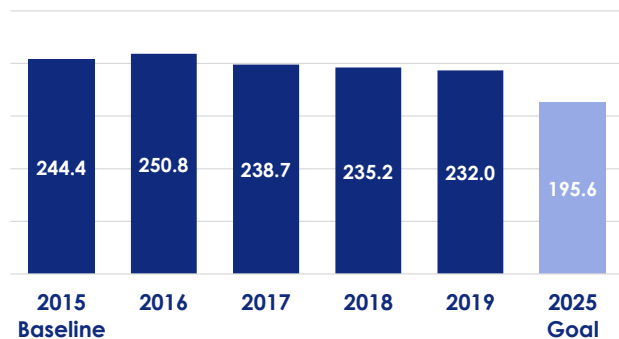
Change in Calories per Person per Day

	2018-2019	2015-2019
Carbonated Soft Drinks (CSDs)	-4.4	-15.1
Sports Drinks	-0.4	-0.7
Ready to Drink (RTD) Teas	-0.1	+0.3
All Other Beverages	+1.7	+3.1

PROGRESS TOWARD THE CALORIE GOAL

The pace of per person LRB calorie reductions since baseline needs to accelerate to achieve the calorie goal. The average of a 2.6 percent reduction pace achieved from 2016 to now slightly exceeds the average yearly calorie declines needed to meet the goal.

Average LRB Calories Per Person Per Day



BRONX-BROOKLYN BCI COMMUNITY

COMMUNITY CHARACTERISTICS



Baseline Year:
2015

Community:	South Bronx and Bedford-Stuyvesant/Crown Heights in Brooklyn, New York
Population (2015):	312,434
Median Household Income (2015):	\$37,648 (30% below the Median U.S. Household Income)
Poverty Rate (2015):	31% vs. 16% nationally
Obesity:	Local data show the selected neighborhoods in the Bronx and Brooklyn have notably higher adult obesity rates (34% and 36%) than the city average (24%).

HEADLINE RESULTS

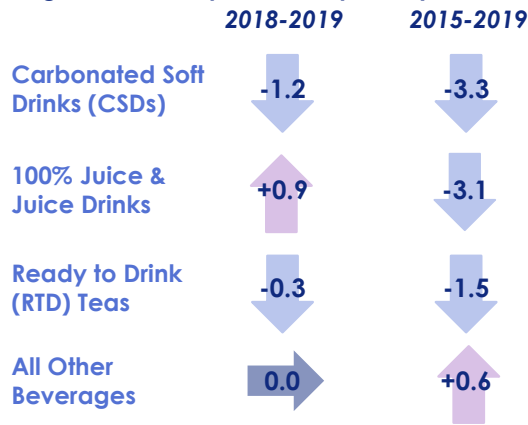
LRB calories per person per day declined by 0.6 percent in 2019, falling short of the national change. Changes since baseline, however, have exceeded the national trend by about one percentage point. This difference has been driven by reductions in calories per 8-ounce serving, which exceeded the national average by about 3 percentage points. It is important to note that there is a higher level of uncertainty with regard to estimates in this community, which is explained in the methodology document.*

	2018-19		2015 Baseline-2019	
	Community	National	Community	National
Calories per Person per Day	-0.6%	-2.4%	-6.7%	-5.5%
Volumes per Person per Day	+2.3%	+0.5%	+7.7%	+6.0%
- Full- and Mid-Calorie Beverages	-0.6%	-2.5%	-6.2%	-5.2%
- No- and Low-Calorie Beverages	+4.3%	+2.9%	+19.9%	+16.6%
Calories per 8-ounce Serving	-2.8%	-2.9%	-13.4%	-10.8%

CHANGE BY BEVERAGE CATEGORY

Calories per person per day were driven primarily by reductions in calories from carbonated soft drinks and 100% juice and juice drinks, resulting in a net decrease since 2015.

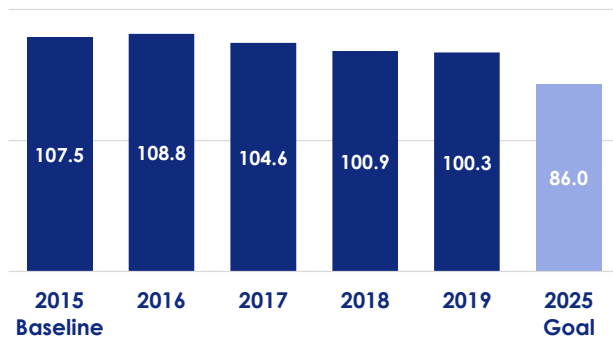
Change in Calories per Person per Day



PROGRESS TOWARD THE CALORIE GOAL

The pace of per person LRB calorie reductions since baseline will need to accelerate to achieve the calorie goal. The 0.6 percent reduction pace achieved in 2019 must accelerate to meet the calorie goal by 2025.

Average LRB Calories Per Person Per Day



* Estimates of per person LRB calorie consumption in the Bronx-Brooklyn BCI Community are more uncertain than estimates in other markets due to data coverage limitations. More details included in the Detailed Methodology.

IV. CONCLUSIONS

- (1) LRB calories per person declined in all five BCI Communities for the third consecutive year, and for the fifth consecutive year in the Eastern L.A. BCI Community.**

Decreases in LRB calorie consumption continued to decline in all five communities. These reductions drove LRB calorie consumption below baseline levels in all five communities by 2018. Reductions in 2019 continued to push LRB calorie consumption per person towards the 2025 goal.

- (2) The average annual pace of calorie reductions from 2016 to 2019, if maintained, would be enough to achieve the calorie reduction goal in three of the five BCI Communities and needs to accelerate to meet the goal in the other two.**

To achieve the community calorie goal, per person LRB calorie reductions need to average 2.0% per year over the implementation period. The calorie reduction pace from 2016 to 2019 in four of the five BCI Communities exceeded that pace and, if maintained, would be sufficient to achieve the calorie reduction goals in three communities. Maintaining the 3-year average pace in the remaining two communities would get them to 18.6% and 11.9% below baseline levels, meaning that some acceleration of progress is needed to hit the 20% goal.

- (3) Volumes of low- and no-calorie beverages have grown in all five communities since their baseline years.**

All BCI communities have experienced major shifts in product mix since baseline. Per person volumes of low- and no-calorie beverages, particularly bottled waters, have grown in every community while volumes of full- and mid-calorie beverages have declined. These trends have driven 8.4% to 13.4% reductions in calories per 8-ounce serving across the five BCI Communities.

- (4) Calorie reductions from carbonated soft drinks (“CSDs”) helped to drive the overall calorie reductions in all five communities. Calorie reductions from other beverage categories also made important contributions in some communities.**

Calorie reductions from CSDs accounted for the entire LRB calorie reductions in the three Southern BCI Communities. Calorie reductions from the CSD and 100% juice and juice drink categories each accounted for roughly half of total calorie reductions in the Bronx-Brooklyn and Eastern L.A. BCI Communities. RTD Teas and sports drinks also contributed to calorie declines in some communities.

- (5) CSD volume reductions were almost entirely driven by decreases in full-calorie CSD volumes in 2018 and 2019 while low- and no-calorie CSD volumes were mostly flat, after years of decline.**

From the baseline year to 2017, low- and no-calorie CSD volumes declined rapidly in the BCI Communities. Even though they represented less than 20% of total CSD volumes, low- and no-calorie CSDs accounted for more than half of CSD volume reductions, limiting their caloric impact. In 2018 and 2019, however, low- and no-calorie CSD volumes were much flatter while full-calorie CSD volume reductions accelerated. As a result, full-calorie CSDs represented more than 95% of all CSD volume reductions, greatly enhancing calorie reductions.

- (6) Reductions in LRB calories per person since the baseline year have occurred despite growth in per person LRB volumes in four of the five communities.**

LRB volumes per person have grown by 5.1% to 7.7% since the baseline year in four BCI Communities. This means that reductions in calories per 8-ounce serving accounted for the entire reduction in LRB calories per person in these four communities.

APPENDIX: SUMMARY BCI COMMUNITY DATA TABLES

EASTERN L.A. BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014	2018	2019	2018-19	2014-19	2014	2018	2019	2018-19	2014-19
	Baseline Estimate	Year 4 Estimate	Year 5 Estimate	Percent Change	Percent Change	Baseline Estimate	Year 4 Estimate	Year 5 Estimate	Percent Change	Percent Change
Total	160.8	141.0	131.2	-7.0%	-18.4%	23.2	22.7	21.6	-5.0%	-7.0%
Full-Calorie (>67 Calories per 8 oz.)	145.4	126.4	118.0	-6.6%	-18.9%	11.3	9.9	9.3	-6.4%	-18.2%
Mid-Calorie (41-67 Calories per 8 oz.)	14.4	13.3	12.0	-9.7%	-16.6%	2.1	2.0	1.8	-9.9%	-15.7%
Low-Calorie (5-40 Calories per 8 oz.)	0.9	1.2	1.1	-10.5%	23.5%	0.3	0.3	0.3	-9.9%	-1.4%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	0.0	0.1%	30.5%	9.4	10.4	10.2	-2.5%	8.3%
CSD	91.0	82.6	77.5	-6.2%	-14.9%	8.1	7.4	6.9	-5.9%	-14.7%
Full-Calorie CSD	90.7	82.0	77.0	-6.2%	-15.2%	7.3	6.6	6.2	-6.2%	-14.7%
No- & Low-Calorie CSD	0.0	0.0	0.0	-44.3%	-57.1%	0.8	0.7	0.6	-2.7%	-18.7%
100% Juice & Juice Drinks	51.8	40.4	37.0	-8.6%	-28.7%	4.2	3.3	3.1	-8.5%	-27.2%
RTD Tea	7.2	5.8	5.6	-2.6%	-21.6%	0.9	0.8	0.7	-3.6%	-19.2%
RTD Coffee	0.8	1.2	1.1	-10.0%	31.8%	0.0	0.1	0.1	-9.0%	34.2%
Energy	2.8	2.9	2.7	-8.7%	-3.6%	0.3	0.3	0.3	-7.3%	-0.9%
Value-Added Water	0.5	1.1	1.2	9.5%	149.0%	0.2	0.3	0.3	5.6%	49.6%
Sports Drinks	6.8	6.9	6.2	-10.4%	-8.9%	1.1	1.1	1.0	-8.0%	-7.0%
Water	0.0	0.1	0.0	-	-	8.4	9.5	9.2	-2.9%	10.2%

LITTLE ROCK BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014	2018	2019	2018-19	2014-19	2014	2018	2019	2018-19	2014-19
	Baseline Estimate	Year 4 Estimate	Year 5 Estimate	Percent Change	Percent Change	Baseline Estimate	Year 4 Estimate	Year 5 Estimate	Percent Change	Percent Change
Total	242.6	236.6	233.0	-1.5%	-3.9%	30.8	32.8	32.8	-0.1%	6.7%
Full-Calorie (>67 Calories per 8 oz.)	220.9	215.1	212.0	-1.4%	-4.0%	17.0	16.4	16.2	-1.2%	-4.5%
Mid-Calorie (41-67 Calories per 8 oz.)	19.8	19.1	18.6	-2.7%	-6.0%	2.9	2.8	2.7	-2.4%	-5.8%
Low-Calorie (5-40 Calories per 8 oz.)	1.7	2.2	2.2	1.6%	33.1%	0.5	0.6	0.6	0.1%	22.5%
No-Calorie (<5 calories per 8 oz.)	0.1	0.1	0.1	-1.1%	-27.4%	10.3	13.0	13.2	1.8%	27.8%
CSD	150.1	141.9	139.4	-1.8%	-7.1%	14.1	12.8	12.7	-1.2%	-10.1%
Full-Calorie CSD	149.5	140.7	138.4	-1.6%	-7.4%	11.5	10.9	10.7	-1.3%	-7.1%
No- & Low-Calorie CSD	0.2	0.2	0.2	-17.5%	-4.0%	2.5	1.8	1.8	0.4%	-25.9%
100% Juice & Juice Drinks	66.0	68.9	68.3	-1.0%	3.5%	5.7	5.8	5.7	-0.6%	1.0%
RTD Tea	14.5	12.4	12.3	-0.6%	-15.1%	1.9	1.6	1.6	0.5%	-15.4%
RTD Coffee	1.3	1.7	1.7	1.5%	34.7%	0.1	0.1	0.1	2.6%	35.3%
Energy	2.9	3.0	3.0	-0.6%	2.5%	0.3	0.3	0.3	2.0%	2.2%
Value-Added Water	0.4	0.4	0.5	5.4%	20.0%	0.3	0.3	0.3	5.7%	16.1%
Sports Drinks	7.4	8.2	7.9	-4.3%	6.3%	1.2	1.3	1.4	1.6%	14.7%
Water	0.0	0.0	0.0	-	-	7.3	10.6	10.7	1.0%	47.6%

APPENDIX: SUMMARY BCI COMMUNITY DATA TABLES

MONTGOMERY-LOWNDES BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015	2018	2019	2018-19	2015-19	2015	2018	2019	2018-19	2015-19
	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change
Total	270.7	269.6	267.0	-1.0%	-1.4%	39.8	42.3	42.9	1.3%	7.7%
Full-Calorie (>67 Calories per 8 oz.)	239.2	238.9	237.2	-0.7%	-0.9%	18.6	18.6	18.5	-0.6%	-0.4%
Mid-Calorie (41-67 Calories per 8 oz.)	28.3	27.3	26.5	-3.0%	-6.5%	4.1	4.0	4.0	-0.9%	-3.9%
Low-Calorie (5-40 Calories per 8 oz.)	2.9	3.3	3.2	-3.6%	7.9%	0.9	1.0	0.9	-2.8%	7.2%
No-Calorie (<5 calories per 8 oz.)	0.2	0.2	0.2	3.7%	-11.6%	16.3	18.8	19.5	3.8%	20.0%
CSD	152.9	150.0	148.2	-1.2%	-3.1%	15.3	14.9	14.8	-0.7%	-3.3%
Full-Calorie CSD	152.5	148.9	146.8	-1.4%	-3.8%	12.0	11.8	11.6	-1.4%	-3.3%
No- & Low-Calorie CSD	0.2	0.3	0.2	-16.9%	-5.7%	3.3	3.1	3.1	0.5%	-6.7%
100% Juice & Juice Drinks	78.1	79.3	79.5	0.2%	1.8%	6.9	6.8	6.9	0.1%	-0.2%
RTD Tea	18.7	18.3	17.8	-2.7%	-4.8%	2.5	2.5	2.5	-3.0%	-2.4%
RTD Coffee	1.6	2.2	2.2	-1.6%	30.6%	0.1	0.1	0.1	-0.2%	51.4%
Energy	3.5	3.8	3.9	4.0%	12.3%	0.4	0.4	0.4	2.6%	12.6%
Value-Added Water	0.6	0.8	0.7	-5.2%	13.3%	0.5	0.5	0.6	3.1%	6.0%
Sports Drinks	15.2	15.2	14.7	-3.7%	-3.2%	2.3	2.4	2.5	5.2%	7.7%
Water	0.0	0.0	0.0	-	-	11.7	14.5	15.1	3.8%	28.4%

MISSISSIPPI DELTA BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015	2018	2019	2018-19	2015-19	2015	2018	2019	2018-19	2015-19
	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change
Total	244.4	235.2	232.0	-1.4%	-5.1%	35.5	36.6	37.4	2.1%	5.1%
Full-Calorie (>67 Calories per 8 oz.)	220.9	211.7	209.9	-0.9%	-5.0%	17.1	16.5	16.3	-0.7%	-4.4%
Mid-Calorie (41-67 Calories per 8 oz.)	21.3	20.7	19.3	-7.0%	-9.6%	3.1	3.1	2.8	-8.3%	-10.8%
Low-Calorie (5-40 Calories per 8 oz.)	2.1	2.6	2.7	0.5%	26.8%	0.7	0.8	0.8	-0.2%	20.9%
No-Calorie (<5 calories per 8 oz.)	0.2	0.1	0.1	3.0%	-7.2%	14.6	16.3	17.4	6.9%	18.8%
CSD	159.9	149.1	144.7	-3.0%	-9.5%	15.2	14.3	14.0	-2.1%	-7.6%
Full-Calorie CSD	158.9	147.6	143.8	-2.5%	-9.5%	12.4	11.6	11.3	-2.2%	-8.2%
No- & Low-Calorie CSD	0.2	0.2	0.2	-12.9%	-2.5%	2.8	2.6	2.6	1.7%	-5.1%
100% Juice & Juice Drinks	57.0	57.3	58.6	2.4%	2.8%	5.1	5.1	5.1	1.4%	0.0%
RTD Tea	13.6	14.0	13.9	-0.9%	2.0%	1.8	1.9	1.9	-0.3%	6.8%
RTD Coffee	0.9	1.4	1.4	1.3%	66.2%	0.1	0.1	0.1	3.0%	70.3%
Energy	2.4	3.0	3.0	0.1%	23.8%	0.2	0.3	0.3	-3.8%	22.6%
Value-Added Water	0.3	0.3	0.6	106.3%	115.7%	0.3	0.5	0.4	-3.9%	27.3%
Sports Drinks	10.3	10.1	9.6	-4.3%	-6.7%	1.6	1.6	1.6	-1.2%	-2.1%
Water	0.0	0.0	0.0	-	-	11.1	12.8	13.8	8.1%	24.2%

APPENDIX: SUMMARY BCI COMMUNITY DATA TABLES

BRONX-BROOKLYN BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015	2018	2019	2018-19	2015-19	2015	2018	2019	2018-19	2015-19
	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change	Baseline Estimate	Year 3 Estimate	Year 4 Estimate	Percent Change	Percent Change
Total	107.5	100.9	100.3	-0.6%	-6.7%	19.0	20.0	20.5	2.3%	7.7%
Full-Calorie (>67 Calories per 8 oz.)	100.1	93.9	93.8	-0.1%	-6.3%	7.9	7.4	7.5	0.3%	-5.3%
Mid-Calorie (41-67 Calories per 8 oz.)	6.7	6.3	5.8	-7.7%	-13.5%	1.0	0.9	0.9	-7.4%	-13.2%
Low-Calorie (5-40 Calories per 8 oz.)	0.7	0.6	0.7	6.3%	-0.4%	0.2	0.2	0.2	5.7%	6.7%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	0.0	-14.2%	-35.9%	9.9	11.4	11.9	4.3%	20.2%
CSD	59.7	57.6	56.4	-2.1%	-5.4%	6.0	5.7	5.7	-0.8%	-4.6%
Full-Calorie CSD	59.6	57.5	56.4	-1.9%	-5.4%	4.7	4.6	4.6	-1.3%	-3.9%
No- & Low-Calorie CSD	0.1	0.0	0.0	-9.0%	-38.3%	1.2	1.1	1.1	2.1%	-7.1%
100% Juice & Juice Drinks	33.3	29.3	30.3	3.2%	-9.2%	2.7	2.4	2.5	2.9%	-8.9%
RTD Tea	10.7	9.4	9.2	-2.9%	-14.1%	1.3	1.2	1.1	-2.7%	-13.8%
RTD Coffee	0.6	0.8	0.8	-3.4%	35.7%	0.0	0.1	0.1	0.1%	44.9%
Energy	1.3	1.5	1.7	8.4%	32.0%	0.1	0.2	0.2	4.9%	25.3%
Value-Added Water	0.6	0.5	0.5	-4.2%	-19.0%	0.4	0.3	0.4	3.0%	-19.4%
Sports Drinks	1.4	1.6	1.5	-7.5%	9.0%	0.2	0.2	0.2	-6.7%	10.3%
Water	0.0	0.0	0.0	-	-	8.2	9.9	10.4	4.6%	26.4%

Estimates of per person LRB calorie consumption in the Bronx-Brooklyn BCI Community are more uncertain than estimates in other markets due to data coverage limitations. More details about the limitations of the Bronx-Brooklyn analysis can be found in call-out box 4 of the 2025 Beverage Calories Initiative: Communities Initiative Baseline Report & 2015 Update.

UNITED STATES AND BCI COMMUNITY POPULATION SUMMARY TABLE

Time Period	United States Total ¹	Eastern L.A. BCI Community ²	Little Rock BCI Community ²	Montgomery-Lowndes BCI Community ²	Mississippi Delta BCI Community ²	Bronx-Brooklyn BCI Community ²
2014	318,301,008	286,898	98,277	N/A	N/A	N/A
2015	320,635,163	288,418	98,267	238,964	79,093	312,434
2016	322,941,311	287,499	98,414	238,615	78,381	311,876
2017	324,985,539	288,225	98,591	238,735	77,675	314,553
2018	326,687,501	286,581	98,271	237,642	76,844	306,539
2019	328,239,523	284,697	98,079	238,243	76,088	303,725
2014-2015 percent change	0.7%	0.5%	0.0%	N/A	N/A	N/A
2015-2016 percent change	0.7%	-0.3%	0.1%	-0.1%	-0.9%	-0.2%
2016-2017 percent change	0.6%	0.3%	0.2%	0.1%	-0.9%	0.9%
2017-2018 percent change	0.5%	-0.6%	-0.3%	-0.5%	-1.1%	-2.5%
2018-2019 percent change	0.5%	-0.7%	-0.2%	0.3%	-1.0%	-0.9%
Percent Change from Baseline	2.6%	-0.1%	0.0%	-0.6%	-2.8%	-1.9%

¹ United States Census Bureau. (2019). Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2019 (NST-EST2019-01). Washington, DC: U. S. Government Printing Office.

² Keybridge estimate using U.S. Census Bureau American Community Survey data. See detailed methodology document for full estimation methodology and data sources.