

Health Promotion Board Aims to Get Singaporeans to Cut Down on Sweetened Drinks

Second key thrust of HPB's Food Strategy to curb rising sugar consumption trend by incentivising Singaporeans to choose reduced sugar or no sugar drinks

11 October 2014 – To curb the rising sugar consumption trend among Singaporeans, Health Promotion Board (HPB) today launches the “Life’s Sweeter with Less Sugar” campaign. The campaign kick-starts the implementation of the second key initiative of its Food Strategy, which is to cut empty calories from sugar consumption by encouraging Singaporeans to choose reduced sugar or no sugar drinks.

Rising Sugar Consumption Trend

There has been a 10% increase in sugar available for consumption in Singapore over the four years from 2009-2012.¹

Individually, Singaporeans currently consume, on average, 20 kg of added sugar per person per year, with the top 20 percent consuming approximately 35 kg of added sugar a year. A major source of sugar is sweetened drinks - 60 percent of Singaporeans consume two or more sweetened drinks a day. For these individuals, sweetened drinks are a source of excessive calories, contributing about 200 calories or 10% of daily caloric allowance. These calories are mainly consumed as “empty” calories i.e. calories without much nutritional value.²

Cutting Empty Calories from Sweetened Beverages

HPB aims to reduce sugar intake among Singaporeans by working with partners to encourage Singaporeans to consume reduced or no sugar beverages when they eat out.

For a start, HPB is partnering coffee shop, food courts, hawker centres and food kiosk chains to launch a “Life’s Sweeter With Less Sugar” Scratch & Win contest from October 2014 – February 2015 at nearly 800 outlets island wide to incentivise Singaporeans to choose reduced or no sugar drinks. HPB aims to have 1,000 participating outlets on board the contest by December 2014.

Under the Scratch & Win contest, every purchase of a qualified reduced or no sugar drink at the participating outlets will entitle the buyer to a scratch card and the possibility of winning a prize. Prizes include vouchers from electronics, shopping mall

¹ Data from IE Singapore

² National Nutrition Survey 2010

and supermarket brands, and rebates on the next purchase of a reduced or no sugar drink.

Participating outlets will display promotional materials such as wobblers, posters and tent cards with the message “Life’s Sweeter with Less Sugar” to identify themselves. The types of drinks included within the contest will also be listed at the participating outlets.

For the list of participating outlets, visit www.drinkhealthy.sg.

Going forward, HPB will be partnering major drink manufacturers to increase the availability of reduced or no sugar drinks as well as water products in community, schools and workplaces.

The Food Strategy

The Food Strategy is one of the key initiatives to realise the vision of the Healthy Living Master Plan announced in April 2014. The accessibility to healthier food options is one of the commitments made by HPB and the Ministry of Health to provide Singaporeans with at least three healthy living options near their home, office and schools by 2020.

The Food Strategy comprises three key initiatives which are underpinned by strong partnerships with the Food & Beverage industry –

- a) the Healthier Dining Programme
- b) the increased availability of less sweetened beverages
- c) the increased availability of Healthier Choice products.

HPB is taking a phased approach to implement the three key initiatives, which started with the launch of the Healthier Dining Programme in June 2014.

Annex A

List of key partners for the Scratch n Win Contest

S/No	Brand Name
1	Kopitiam
2	Koufu
3	Food Junction
4	Food Style, Food More & Sheng Siong Canteen
5	Different Brands
6	Chang Cheng
7	Foodpark
8	Kim San Leng
9	S11
10	Pure Coffee House
11	Mr Bean
12	Gong Cha
13	KOI Café
14	Toast @ Work
15	Wang Café
16	Yakun

Sugar levels across 4 categories of drinks

S/N	Category	Type	Volume of Drink per Serve (ml)	Amount of Sugar per Serve (g)	Teaspoons of Sugar per Serve	Amount of Sugar per 100ml (g)
1.	Sugar-Sweetened Beverages					
	Carbonated Drinks	Regular	330	36	7	11
		Reduced Sugar	330	23	4.5	7
	Asian Drinks/Tea (E.g. Jasmine Green Tea, Lemon Barley Drink)	Regular	330	33	6.5	10
		Reduced Sugar	330	23	4.5	7
	Flavoured Water	Regular	330	25	5	7.5
		Reduced Sugar	330	18	3.5	5.5
2.	Coffee/Tea in Coffee Shops*					
	Coffee/Tea with Sugar/Condensed or Evaporated Milk	Regular	250	20	4	8
		Reduced Sugar	250	12	2.5	5
3.	Zero-Calorie Drinks					
	Bottled Water, Sparkling Water etc.	NA	330	0	0	0

* 50% of calories from sweetened beverages come from coffee and tea.