





“Apart from ~11 tsp sugar in the seasonal , ~8 tsp in the irresistible deal for a  ~6 tsp in the  advertised on a poster in the window and ~7 tsp in the  enticing you by the till.

We are committed to helping our customers make healthier choices”

*Adults are advised to not consume more than 7 tsp of sugar a day

The Food & Drink Industry

Relentless marketing tactics influence our buying habits more than we are aware, and despite industry commitments to reduce sugar, many products can contain more free sugars than the daily recommended limit. It is time sugar reduction commitments are taken seriously.

Sugar Awareness Week
13th - 19th November 2023