

# Case Study

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## SBF GB&I

### **Moving on Health and Wellbeing: SBF GB&I**

SBF GB&I is committed to having a positive impact on the lives of its consumers, providing them with a responsible choice of great tasting drinks and enabling them to lead more active lifestyles.

Since March 2018, all of their existing core and new drinks with added sugar contain less than 5g of sugar per 100ml (approximately a teaspoon). They have introduced zero and reduced calorie alternatives for every brand and have also introduced new lower-sugar and less sweet drinks such as Ribena Sparkling and Lucozade Alert.

In total, the company has reduced sugar by 57% on average across their core range<sup>1</sup> -

removing 25,500 tonnes of sugar and 98.1bn calories from people's diets. That's more than twice the UK industry average, with an average sugar content across their drinks now at 3.7g per 100ml.

Further embracing their Growing for Good vision, they have also worked to get the nation moving more. This has included providing over 10,000 disadvantaged 16-24 year olds with access to sport and development opportunities through 'B Active' programmes, and inspiring over 1.5 million people to be more active through Lucozade Sport's three year 'Made to Move' campaign fronted by Anthony Joshua.

During the COVID-19 lockdown period in 2020, the company launched Lucozade Sport's 'Keep Us Moving' campaign to support personal trainers, fitness instructors and coaches that were unable to work. Over 250,000 people

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<sup>1</sup> Regular Lucozade Energy, Ribena and Orangina

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have joined the free, high quality online classes. They also invested £13m in their factory, based in the Forest of Dean, to increase their capacity to deliver lower-sugar drinks.

For more information and their latest Health & Wellbeing progress report, see [www.suntorybfe.com/gbi](http://www.suntorybfe.com/gbi)

## Former Public Health Minister, Steve Brine MP, said:

“It was an incredibly brave thing to do, taking some of the best-known brands in the market, Ribena, Lucozade, and turning them on their heads. They showed themselves to be ahead of the curve on what most other manufacturers have followed and have produced equally good products that are good for us, and good for business... Suntory really is one of leaders in this, and one of the pioneers on a mass scale.” Steve Brine MP, Former Public Health Minister

