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## **"Carbonating the World" tracks soda industry in big tobacco's global footprints**

The University of Washington and the US Center for Science in the Public Interest (CSPI) have released today a very comprehensive report on the health impact and marketing of sugary drinks in low- and middle-income countries.

The report **"Carbonating the World, The Marketing and Health Impact of Sugar Drinks in Low- and Middle-income Countries"**, calls to public authorities to make improved nutrition a top priority and restrict the sugar content of beverages to about one-fourth of current levels, among other recommendations.

*"Public health officials, researchers, health advocates, and the public have become increasingly concerned about the over-consumption of sugar-sweetened beverages (SSBs, including sugar-sweetened carbonated soft drinks, energy drinks, teas, fruit drinks, and others), because scientific research has determined that excessive consumption increases the risks of **tooth decay, obesity, diabetes, and heart disease**. [...] The two major global soft-drink producers, Coca-Cola and PepsiCo, have sought to maintain their profits in the face of declining sales in wealthier countries by, like the tobacco industry, investing heavily in low- and middle-income countries. Thus, both companies, as well as other multinational and local beverage producers, are spending several billion dollars a year in such countries as Brazil, China, India, and Mexico to build bottling plants, create distribution networks, and advertise their products to maximize sales".*

The study was prepared in collaboration with organisations and experts from Africa, Asia, Latin America and the Middle East.

**Post Date:** Tuesday, 9 febrero, 2016

**Tags:** [big soda](#) [1]

[big food](#) [2]

[nutrition](#) [3]

[report](#) [4]

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**Related Resource:** [Carbonating the World](#) [5]

**Related Link:** [US Center for Science in the Public Interest](#) [6]

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[5] <https://ncdalliance.org/es/node/8293>

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