Increasingly, Americans are realizing the importance of living a healthy and active lifestyle. We see that. And here are a few of the things we’re doing to help make it easier for people to achieve their goals.

ACCESSIBLE INFORMATION
Our packaging can be a powerful tool for information. So we’ll be adding calories per serving and servings per container on the front of all packages in the U.S., providing people with at-a-glance information about the calorie content of our products.

PORTION-CONTROL OPTIONS
To help people manage their portions more effectively, we’ll be introducing new 90-calorie mini cans in 2010. It’s a simple tool for people who want to measure what they drink in calories instead of ounces.

SCHOOL GUIDELINES
We’ve helped bring national school beverage guidelines to schools across America. In North America, we voluntarily removed full-calorie, sparkling beverages from schools starting in 2006. Since then total beverage calories in schools have decreased by more than 50%.

We know there’s more to be done. With each step, our goal is to help make everyone’s lives a little happier.

For more information, visit www.livepositively.com