



Seattle Sugary Beverage Tax

What is the Sugary Beverage Tax? An additional **distribution tax** on sugar sweetened beverages sold in **Seattle**.

1.75 cents / ounce

How will the tax benefit our community? The City wants the cost of soda to go up so we will drink less of it. If we drink less, we can reduce the disproportionate burden of diabetes, obesity and other health risks in our communities. In addition, the money raised from the tax will come back to our communities through promoting & increasing access to healthy foods.

Estimated Revenue from the tax is \$15 MILLION which is to be spent on :

- ✓ Closing the Food Security Gap
- ✓ Fresh Bucks, Fresh Go
- ✓ Seattle Food Action Plan
- ✓ Early Education, Seattle Preschool Program
- ✓ 13th Year Promise Scholarship Program
- ✓ Public health nutrition programs & awareness on diabetes & obesity
- ✓ Job Training for workers affected by the tax

Who will pay for the tax?

Tax paid on **20 oz bottle** of soda = **\$ 0.35**

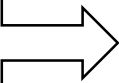
The tax will be paid by *the distributors* to the *City* BUT eventually the money comes out of 3 pockets:

- **Distributors** may pay some of the tax but not all.
- **Stores and Restaurants** may pay some of the tax as well.
- **Consumers** will pay the rest of the tax.

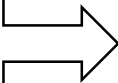
Journey of Your Soda



MANUFACTURER & DISTRIBUTOR



STORES AND RESTAURANTS



CONSUMERS

What is Taxed? What is Exempt? The Tax will apply to all beverages with added sugar in them. *Examples below.*

TAX INCLUDES

- Soda/Pop/Cola (Coke, Pepsi, Dr. Pepper, Snapple, etc.)
- Sports Drinks (Gatorade, Powerade)
- Energy Drinks (Red Bull), Flavored Water (Sparkling ICE)
- Sweetened Iced Tea & Coffee or any coffee drinks that contain mainly syrup flavors (Starbucks iced tea)

TAX EXCLUDES

- Dairy and Milk heavy drinks
- Natural Milk (Soy, Almond, Rice etc.)
- Medical Syrups
- Infant Formula
- 100% Natural Pressed Fruit & Veggie Juice
- Diet Soda
- Direct retail sale from manufacturer to consumer, without 3rd party, thus encouraging small local beverage manufacturing.

DID YOU KNOW ?

People of Color are more likely to suffer from

TYPE 2 DIABETES IN USA

| | |
|---------------------|--------|
| American | 15.9 % |
| Indians | |
| Alaska Natives | |
| Non Hispanic Blacks | 13.2 % |
| Hispanics | 12.8 % |
| Asians | 9.0 % |

(compared to Non Hispanic White Americans at 7.6%)

'During their lifetime, half of all Hispanic men and women and non-Hispanic black women are predicted to develop the disease.'

~ Center for Disease Control

COMMUNITY OVERSIGHT

An Advisory Board will ensure that the revenue is spent the way it is written in the ordinance.

SEATTLE
1st CITY
to address the
FOOD SECURITY GAP



Frequently Asked Questions

What is the Food Security Gap? There are thousands of households in King County who cannot afford the cost of fresh and healthy foods, neither do they qualify for benefits like EBT, SNAP or Fresh Bucks programs because they make just about enough to fall outside the 200% of federal poverty level. These households in the fringes of poverty level constitute the food security gap.

Which communities will be most impacted by the tax? Low income households and communities of color will be most impacted by the tax. These communities are more likely to purchase lower priced beverages such as soda and other sugary drinks. Diet soda, which will not be taxed, is more commonly purchased by middle class and white people.

Why do Got Green and its allies support the tax? When the City proposed a sugary beverage tax, Got Green didn't want this to be a missed opportunity. While some argue the cost of the tax outweigh the benefits, Got Green and allies know that the revenue generated from the tax can be reinvested into the communities which will be most impacted by the tax. This tax creates the opportunity to provide access to healthy, affordable foods for working families, including preserving the Fresh Bucks program and others from federal cuts.

What is the Fresh Bucks program? The Fresh Bucks program gives low income families access to affordable, healthy foods. EBT/SNAP users are able to shop at various Farmer's Markets in surrounding Seattle area and receive a dollar to dollar match for up to \$10 which can be used to purchase fruits and vegetables.

Is the Tax a job killer? There are options for beverage makers, manufacturers and small businesses to continue to be successful and retain jobs.

- Sales of bottled water and other non-taxed healthy drinks could increase, creating jobs.
- Opportunity for small beverage makers to compete with Big Soda increases if Big Soda sales decrease.
- Beverage makers could use less sugar in their drinks to reduce impacts of the tax.
- Big Soda has threatened to lay off workers to protect their profits. Only one city (Philadelphia) has any claim of job loss out of the 6 cities and 1 county which have enacted the tax.

Big Soda wants to hide the truth about sugar loaded drinks. Don't fall for the trap. Know the facts.

- Big Soda spends big bucks to downplay risk of sugar and refute its role in increasing risk of obesity, diabetes, heart disease and other health impacts.
- Big Soda claims 'threat to choice' and 'grocery tax' to mislead people.
- Big Soda targets print/air media advertising and marketing to low income neighborhoods and young people knowing it hurts our communities.
- Big soda hires people of color firms for negative campaigns and lobbying and recruits people of color for advertisements and commercials.

DID YOU KNOW ?

How many people fall in the Food Security Gap?

122,000 HOUSEHOLDS



KING COUNTY

Who is BIG SODA?



Between 2009 - 2016

BIG SODA \$PENT

approx. **\$67 billion**

TO DEFEAT

SUGARY BEVERAGES TAX

in USA

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