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NEW SURVEY REVEALS A NATION SWEET ON SUGARED DRINKS

Americans Not as Conscious of Calories in Beverages; Nestlé Pure Life Purified Water Launches Pledge to Eliminate One Billion Calories from American Families' Diets

GREENWICH, Conn., (April 12, 2010) – According to a new survey released today by [Nestlé® Pure Life®](#) brand bottled water, Americans realize that consumption of sugared drinks contributes to their daily caloric intake. However, the reality is that many are not as conscious of calories when it comes to their beverage choice. With the average American guzzling three sugared drinks each day, caloric intake from beverages is on the rise, as are the health risks associated with these liquid calories.

To help educate families about healthier drinking habits, Nestlé Pure Life is unveiling a new initiative, the Nestlé Pure Life Pledge. The goal of the Pledge is to eliminate one billion calories from American families' diets in 2010. If 10,000 families of three replace a typical 12 oz sugared beverage per person, per day with water for one year they can save up to 50,000 calories.¹ For each family that participates, Nestlé Pure Life will make a \$5 donation to the Healthy Kids Challenge (up to \$50,000) to support the fight against childhood obesity.

“Encouraging parents to pay attention to the calories that come from beverages can have a positive impact on the health of families across the country,” says Bob Greene, Oprah’s fitness guru, founder of the Best Life, and spokesperson for Nestlé Pure Life. “Keeping well-hydrated throughout the day – with beverages that don’t pour on the calories – is critical to staying healthy.”

According to the survey results, seven in ten (70%) Americans think the calorie content of food and drinks are equally important to pay attention to when they are keeping track of their daily caloric intake. Yet, the reality is that less than half (43%) rarely, if ever, pay attention to the calorie content of the drinks they enjoy and serve to their families. And less than a quarter (23%) make this a priority all of the time.

Likewise, younger Americans (ages 18-34) are more lax when it comes to monitoring their calorie intake than their 35 and older counterparts (52% vs. 39%) because they rarely, if ever, check the calorie content of the beverages they drink.

“We are thrilled to be partnering with Nestlé Pure Life to help raise awareness among families about the caloric impact beverages can have on daily intake, and the importance of establishing healthful beverage habits at an early age,” said Vickie L. James, R.D., L.D., director, Healthy Kids Challenge. “We’ll be offering ideas, tips, and education to families during the campaign to encourage healthier hydration. Together we can help eliminate excess calories and build better futures for our families.”

To take the Nestlé Pure Life Pledge, registered participants will be asked to commit their family to swapping one sugared drink for water per day for one year. For more information and to participate, log on to www.nestle-purelife.us.

¹*Popkin BM, Armstrong LE, Bray GM, Caballero B, Frei B, Willett WC. A New Proposed Guidance System for Beverage Consumption in the United States. Am. J. of Clinical Nutrition, 83:529-542, 2006*

Survey Methodology

The Nestlé Pure Life Beverage Survey was conducted by Kelton Research between March 16th and March 22nd, 2010 using Random Digit Dialing of listed and unlisted numbers. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Nestlé® Pure Life®

The number one bottled water brand by volume according to Beverage Marketing Corporation, Nestlé® Pure Life® is a brand of the leading bottled water manufacturer, Nestlé Waters North America Inc., based in Greenwich, Connecticut. Nestlé® Pure Life® goes through a multi-step filtration process and is enhanced with a unique blend of minerals, offering a pleasant, refreshing taste suitable for the whole family. Nestlé® Pure Life® brand bottled water offers a number of healthy hydration options and is committed to helping families live healthy, active lifestyles.

About Bob Greene

Bob Greene is a New York Times Bestselling author and founder of the highly acclaimed Best Life brand. Through his books and journals, fitness products and website TheBestLife.com, Greene has helped millions to live more balanced and healthy lives. “The Best Life” is a three phase no-gimmick lifestyle plan that was named #1 Diet Book by Consumer Reports. Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism and weight loss. He holds a master’s degree from the University of Arizona and is a member of the American College of Sports Medicine and the American Council on Exercise. Greene is perhaps best known as Oprah’s fitness guru – offering his expertise on “The Oprah Show,” O the Oprah magazine and Oprah.com. For more information, please visit www.TheBestLife.com.

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