

- Did you know 1 in 2 Australians now believe there is too much sugar in packaged foods?
- Do you know exactly what contribution your company's product categories make to free and added sugar intakes in the Australian diet?
- Are you finding sugar, arguably 2016's hottest food topic, more and more complex when it comes to your business?

This is where **The Sugar Insider: Cutting through the confusion** comes in. This report is written by Appetite Research, food industry leaders who've sat in the hot seat just like you. It calls on the most credible, independent sources of data and goes further by translating the research findings into meaningful strategic insights.

With two new publications recently released into Australia's consumption of free and added sugars (University of Sydney and Australian Bureau of Statistics), **now is the time to be fully briefed and aware of the shifting sugar landscape, and strategic implications for your business.**



The Sugar Insider report is:

- Derived from independent published sources that have developed free and added sugars databases and undertaken secondary analyses of the Australian Health Survey (2011/12)
- Providing new information on the contribution of food and beverage categories to both free and added sugars intake
- A comprehensive one-stop-shop for any business leader wanting a robust, but easy to read, overview of the sugar information that will inform public health policy and regulatory action.

The Sugar Insider report will:

- Help you navigate the complex landscape of free and added sugars by providing relevant key take outs through strategic interpretation of the data for your business
- Provide new facts on free and added sugars intake from the numerous ABS data files (the current ABS report focuses solely on free sugars)
- Summarise the contribution of your category (uncoupled from other categories wherever possible) to the free and added sugars intake of Australian children, teenagers and adults and place that in context of other important contributors

To find out more about this report or to discuss a bespoke report including additional analyses for your business please contact:
Dr Michelle Celandor, Appetite Research Director on (02) 9922 3556
 or michelle@appetitecommunications.com.au

