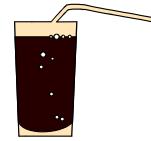


Super-Sized Sodas

Amy Reuter, RD
Froedtert Outpatient Dietitian
(414) 805-6885 or acreuter@fmlh.edu

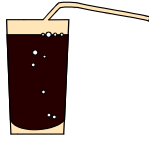


Everything about soft drinks is BIG - big ad budgets, big sales, and big serving sizes. They're a big part of our diets, but often contribute a lot of calories and sugar without any nutritional benefits.

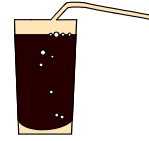
CONSIDER THIS

- Americans spend more than \$54 billion on soft drinks.
- Coca-Cola spends \$277 million to advertise its sodas. Pepsi spends close to \$200 million. The National Cancer Institute spends less than \$1 million a year on its 5 A Day program, which encourages people to eat more fruits and vegetables.
- Manufacturers produce enough soda to give every American 54 gallons each year- that's 19 ounces a day.
- The average teenage boy who drinks soda consumes 3 ½ cans a day. One in ten drinks seven cans a day. Girls average three-quarters as much soda as boys.
- There are more than 2.8 million vending machines that sell more than 27 billion soft drinks a year.
- Soda serving sizes have grown from a 6 ½ ounce bottle in the 50's to 24 ounce bottles today. At McDonald's, a "child"-size soft drink is 12 ounces and a "small" is 16 ounces. At 7-Eleven stores, the Double Gulp is 64 ounces.
- A 12 ounce can of non-diet soda has about 10 teaspoons of sugar and 150 calories. A large Coke at McDonald's (32 ounces with ice) has 310 calories.
- Drinking one 20 ounce bottle of soda each day for one year provides 91,000 calories.
- Teenagers drink twice as much soda as milk. People in their 20s and 30s drank about three times as much. The average teenage girl gets 40 percent less calcium than she needs. Less calcium puts kids at greater risk of broken bones in their older years.

- A 20 ounce bottle of regular or diet cola, Mountain Dew, or Dr. Pepper contains 80 milligrams of caffeine. Experts recommend limiting caffeine to no more than 300 milligrams per day.



What can you do?



- If you enjoy regular sodas, watch the portion size. You can take control by purchasing a two liter bottle and pouring yourself an 8 ounce glass of your favorite soda. When eating out, order a small or child size beverage.
- Don't like the taste of diet sodas? Try mixing $\frac{1}{2}$ a glass of regular soda with $\frac{1}{2}$ a glass of diet soda. Gradually reduce the amount of regular soda and increase the amount of diet soda added to the glass.
- Try diet sodas with a twist of lemon or lime - or try Diet Pepsi Twist.
- Add a splash of cranberry juice to diet white sodas.
- Try non-carbonated beverages like Crystal Light or Diet Snapple.
- Look for reduced calorie beverages such as Diet V8 Splash or try Ocean Spray Light or Welch's Light juices.
- If you need to cut back on caffeine, look for caffeine free varieties of your favorite beverages.
- Because many Americans do not meet their daily calcium needs, try serving calcium containing beverages like milk, fortified soy milk, or calcium fortified orange juice.
- When all else fails - go back to the basics. Grab a tall glass of ice water. Aim for 8 cups of water each day.

Adapted from Nutrition Update