

# Big Soda's Spending Spree to Fight Public Health Measures

The American Beverage Association, Coca-Cola, and PepsiCo—Big Soda's Big Three—have been writing blank checks for years to oppose soda taxes and other public health measures, like warning labels, across the country. In 2016, that spending has exploded exponentially.

## Closing in on \$100 Million

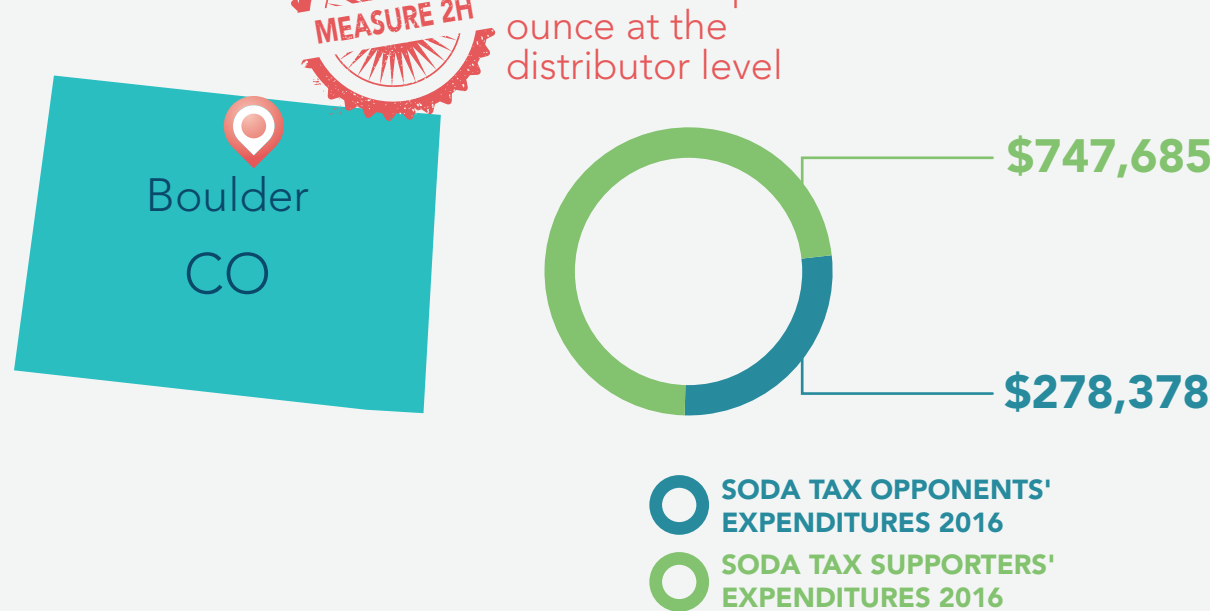
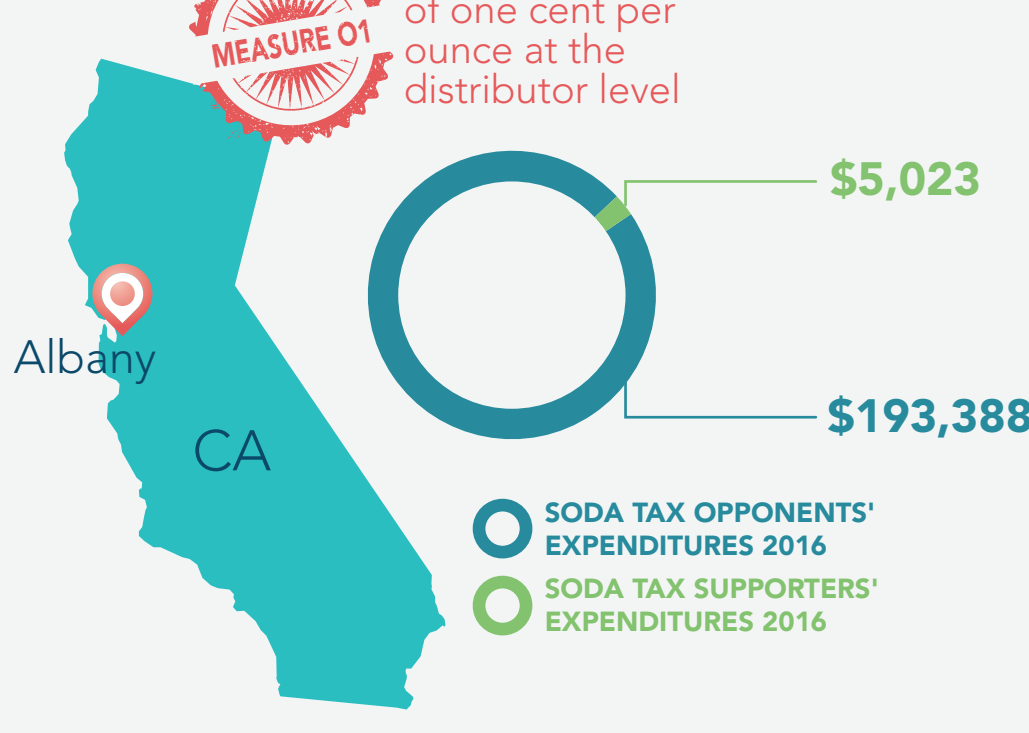
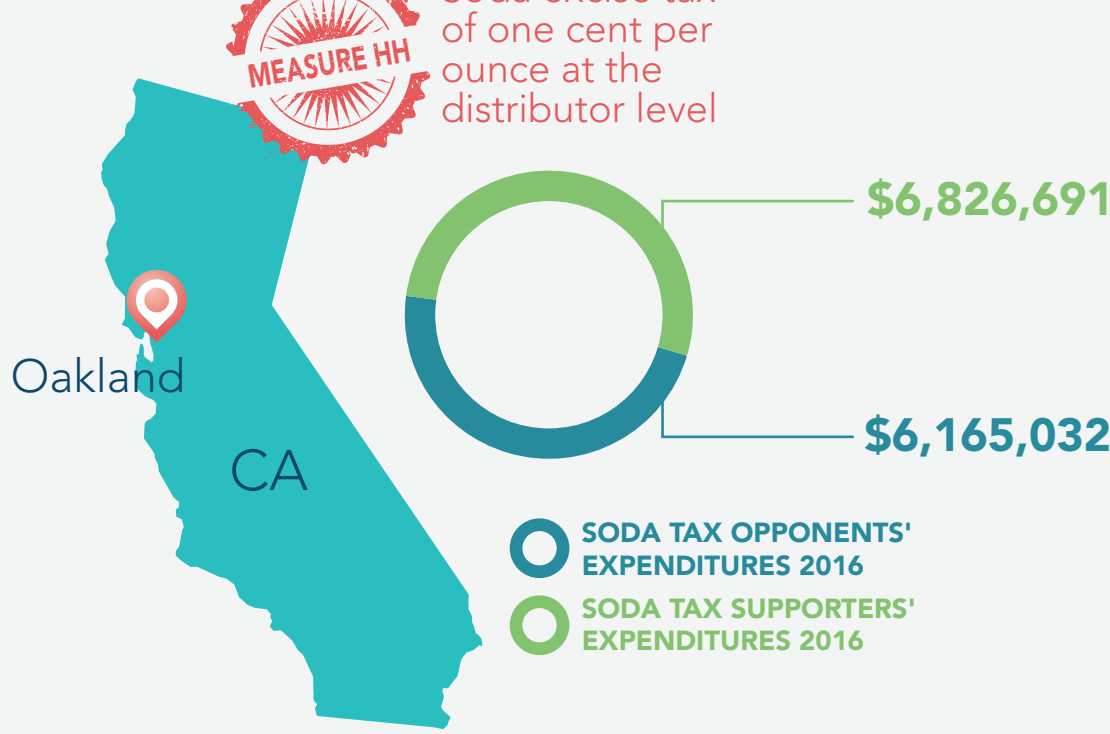
Since 2009 when policymakers began seriously considering soda taxes at the federal, state and local levels, Big Soda has written blank checks to oppose them, as well as other public health measures such as warning labels.

UPDATED TOPLINE TOTAL FOR 2009-2016  
(OPPONENTS OF SODA TAXES)

**\$94,935,999**

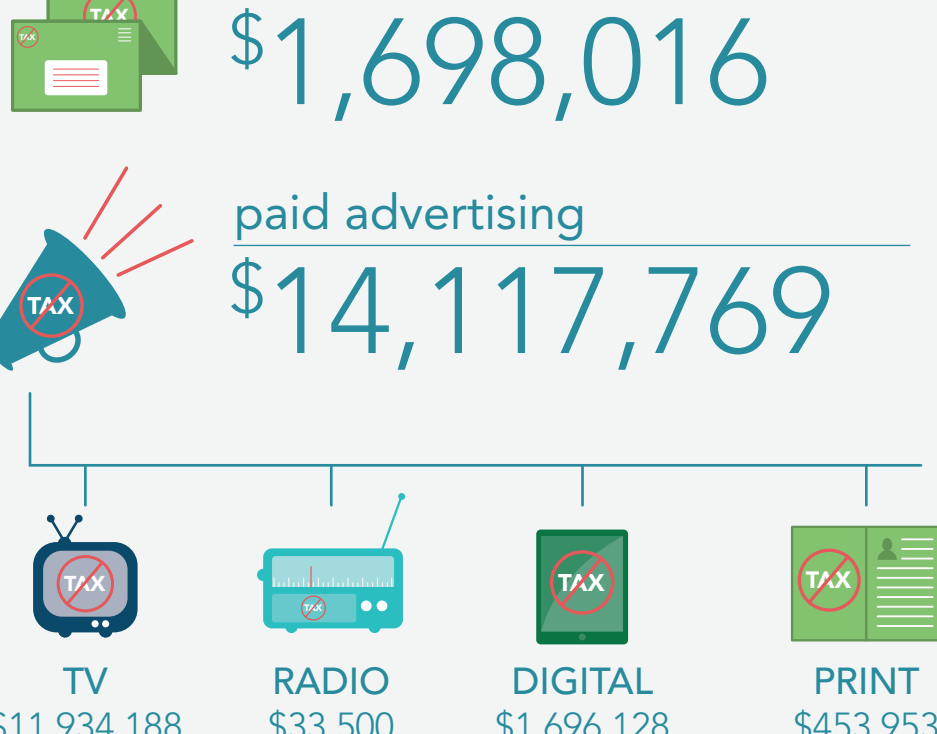
## No Limit to the Spending to Fight Soda Taxes in 2016

Big Soda's spending to oppose communities' efforts to protect their health has gone off the charts in 2016, reaching \$39 million. With a week to go before voters speak on November 8 in Albany, Oakland and San Francisco in California and in Boulder, Colorado, Big Soda is trying to drown out the communities' voices with misleading mailers and advertising. Having already lost in the Philadelphia City Council, the industry is now challenging that city's sugar-drink tax in court. Here's how industry has spent its money.

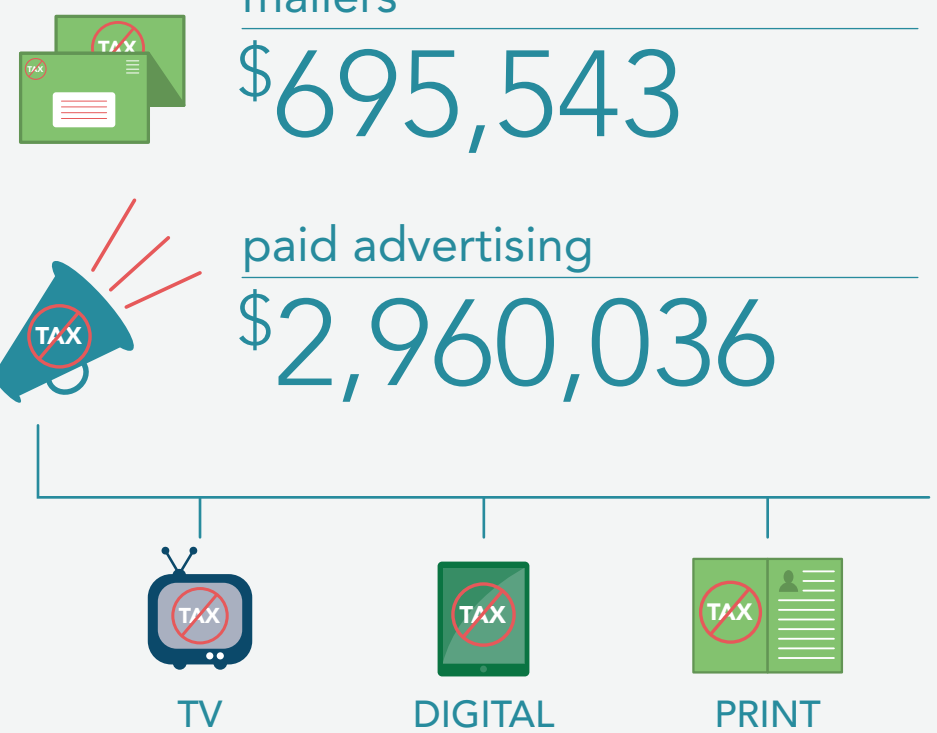


## Breakdown of expenditures for tax opponents.

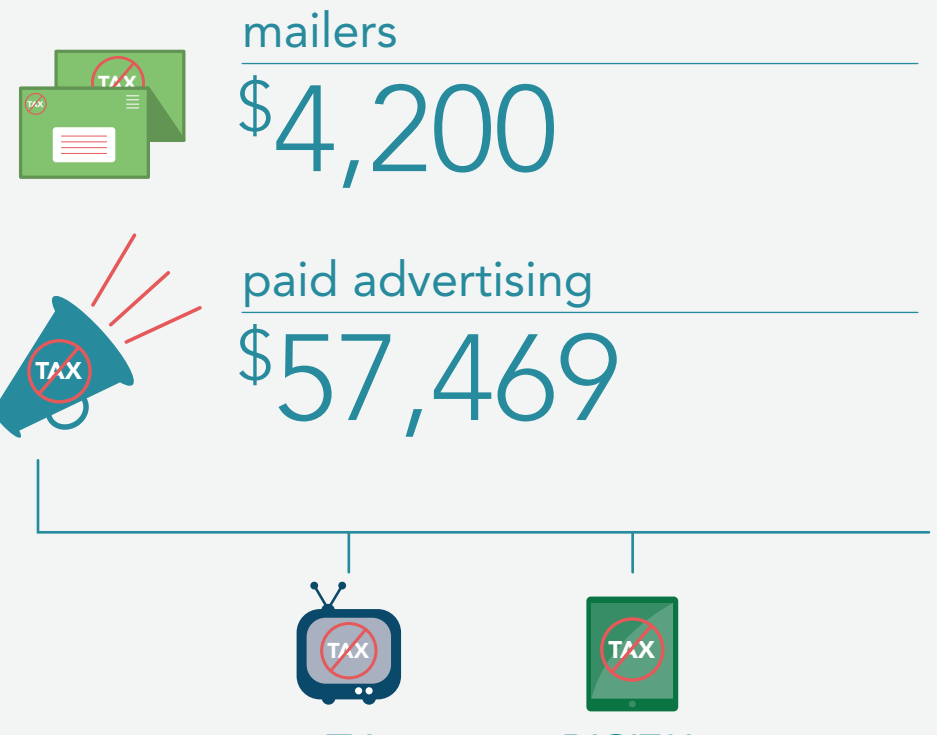
### San Francisco, CA



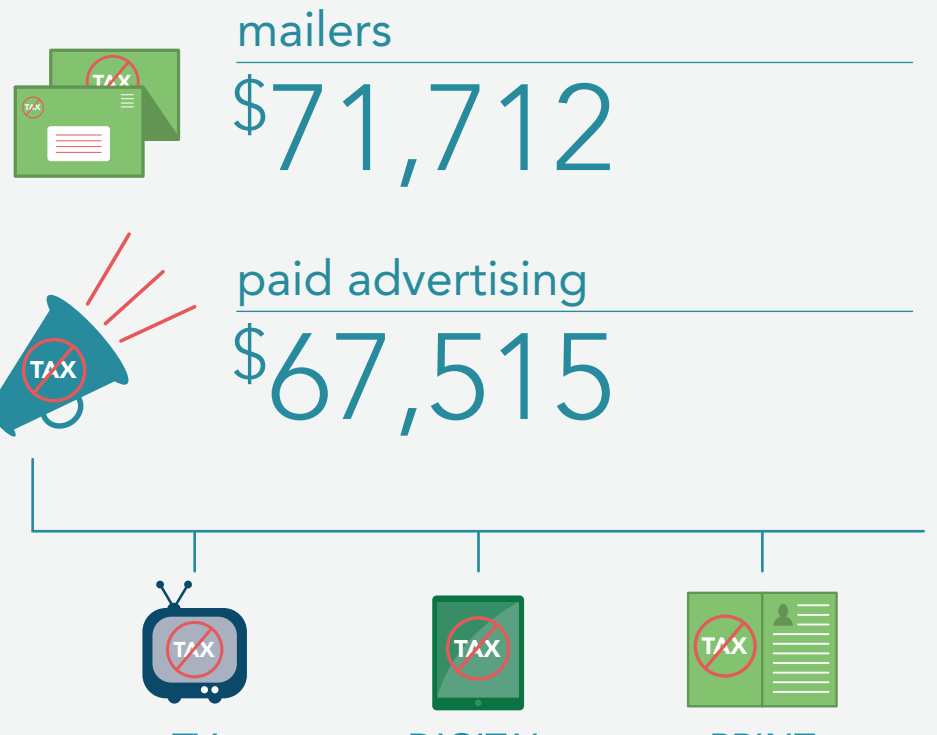
### Oakland, CA



### Albany, CA



### Boulder, CO



### Philadelphia, PA

