



America's Beverage Companies Launch *Good to Know* Transparency Initiative
Industry delivers more ingredient information with GoodtoKnowFacts.org and announces new commitment to GRAS reform

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WASHINGTON – American Beverage announced today the launch of *Good to Know*, a new transparency initiative designed to empower Americans with easy-to-understand, fact-based information about the ingredients in their beverages.

At the center of the initiative is GoodtoKnowFacts.org, a website where consumers can start to explore more than 140 beverage ingredients compiled in one place for the first time, including:

- Common uses.
- Alternative names.
- Regulatory status and ongoing safety assessments from food safety authorities.

“We created GoodtoKnowFacts.org to provide straightforward information about our ingredients and deliver facts. This site is intended to be a reliable first stop for consumers so they can decide what’s right for them,” said **American Beverage President and CEO Kevin Keane**. “More than ever, Americans want transparency, and that’s exactly what we’re delivering.”

GoodtoKnowFacts.org gives consumers fact-based information from global food safety agencies for more than 140 ingredients found on our labels. This website is an effort to align with the Trump Administration’s call for greater transparency on food and beverage ingredients.

Users can access the full safety assessments from the U.S. Food & Drug Administration (FDA), European Food Safety Authority and Health Canada in one place. Where relevant, the site includes assessments from the Joint FAO/WHO Expert Committee on Food Additives.

The site is not industry information – it is a compilation of publicly available information from global food safety agencies. It is also unique in that it provides just the facts, with no opinions or recommendations – recognizing other resources are available for that.

“*Good to Know* reflects our ongoing commitment to put consumers first — just like we’ve done by delivering more low- and zero-sugar options, introducing front-of-pack calorie labeling and removing full-calorie beverages from schools. It reflects America’s beverage companies’ efforts to listen and lead with pragmatic solutions that deliver informed choice,” Keane added.

With *Good to Know*, American Beverage is also advocating for meaningful regulatory reform to support consumer confidence in the safety of all food and beverage ingredients. American Beverage and its members support modernizing the GRAS framework by requiring notice to the FDA for all new or novel ingredient uses.

Good to Know builds on America's beverage companies' long track record of bringing consumers more choices and clear information, including:

- The first industry to add clear calorie labels on the front of every bottle, can and pack;
- Transformational innovation and solutions to complex public health considerations led to the introduction of [more than 400 zero-sugar](#) beverage options including still and sparkling waters, teas and hydration drinks;
- Voluntarily removing full calorie beverages from schools and setting clear standards for beverages [sold in schools](#); and
- Exceeding FDA requirements with detailed [caffeine labeling](#) on energy drinks.

Because of these efforts, nearly 60% of beverages sold today contain zero sugar.

To explore the ingredient database and learn more, visit: GoodtoKnowFacts.org.

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About American Beverage

American Beverage is the national trade organization representing America's leading non-alcoholic beverage companies. We represent a broad spectrum of beverage producers, distributors and franchise companies that make American products with American workers in America's hometowns. Together, our members provide more than 275,000 family-supporting careers and deliver \$324 billion for the U.S. economy. Visit AmericanBeverage.org for more information.