

## Beverage Display and Event Guidance

Beverage industry events and meetings are critical opportunities to share our industry's story of leading with bold solutions. This document provides guidance for setting up a beverage display table or booth and how to access those materials.

### Objectives

The information you provide at a booth or display table helps educate policymakers and stakeholders about the beverage industry's intentional actions to improve the physical and environmental health of their communities. Booths and table displays should be set up to raise awareness of our two leading industry initiatives: *More Choices. Less Sugar.* and *Every Bottle Back*. They also should serve as an opportunity to remind lawmakers and other stakeholders – and in some cases, consumers – about your member companies' impact on their local communities.

### Key Themes

- America's leading beverage companies – The Coca-Cola Company, Keurig Dr Pepper and PepsiCo – are offering more choices with less sugar than ever before. Today nearly 60% of beverages sold are zero sugar.
- Our members are working to reduce plastic waste in the environment by using less new plastic and advancing a circular economy for our 100% recyclable plastic bottles. Our bottles are made to be remade and when we get them back, they can be made into new ones.
- We're local companies providing good-paying, family-supporting jobs in your communities, many of which don't require a college degree. We have a long history of working to make the communities in which we operate healthy, sustainable and economically strong.

For core messages and talking points, please reference the [\*More Choices. Less Sugar\*](#) and [\*Every Bottle Back\*](#) talking points found in ABA's [Member Resources](#).

### Recommended Components

The American Beverage Association has a variety of *More Choices. Less Sugar.* and *Every Bottle Back* resources available for use at events. These items can be effective tools to help you promote the beverage industry's leadership. You may be limited by size and state restrictions on giveaways and donations, but we recommend trying to include as many of the items listed below in your booths and table displays as allowed.

- "Leading on Solutions" Tablecloths
- Quick Screens and Panels
- Company Branded Risers for The Coca-Cola Company, Keurig Dr Pepper and PepsiCo
- EBB Branded Recycling Bins

- Beverages (for Display and/or Take-Away)
- Beverage Carriers with Custom State Association Stickers
- Local Impact Hang Tag for Carriers (designed upon request)
- Collateral
  - “More Choices, Less Sugar.” Collateral
    - Pocket Card
    - One-Pager
    - Tip Card
  - *Every Bottle Back* Collateral
    - Pocket Card
    - One-Pager

A full list of available materials can be found [here](#). If you would like to request any of the resources above for an event, please complete this [request form](#) and send the form to [Mikayla Moreau](#) in ABA’s Government and Public Affairs Department. Materials should be requested at least a month in advance if possible. Non-consumable items should be returned immediately following your event using the shipping labels and boxes provided by ABA.

## Product Guidance

Current messages and event materials are intended to educate policymakers and other stakeholders about the broad portfolio of low- and zero-sugar choices available and clearly connect them to America’s beverage companies. Therefore, displayed products should be intentionally placed on risers or near signs with the appropriate company logo for that brand to raise awareness of intentional actions and innovations to help reduce sugar.



All displayed products should highlight our portfolio of more choices with less sugar. Please refer to the recommended beverage list [here](#) and order products from this list for your display. We encourage you to provide as much variety as possible to visually reinforce the message of more choices with less sugar.

We recommend that beverage displays should also include pre-filled beverage carriers to give out to event attendees. The carriers should include zero-sugar sodas from each company (Coke Zero, Dr Pepper Zero and Pepsi Zero), along with bottled water in 100% rPet plastic bottles from each company (Core, Life WTR and Smartwater).

State associations should work with their local bottlers to order the appropriate products and quantities for their events and meetings. Association staff should request ample product to stock a beverage display table and to hand out pre-filled beverage carriers to attendees. Certain flavors or package types might not be available locally, and we encourage substitutions that maintain product parity across companies.

#### Additional Beverage Recommendations

- If displayed, full-calorie beverages should be in smaller 7.5 oz mini cans only.
- Bottled waters should first focus on brands that come in 100% rPET plastic bottles, such as Core, Life WTR and Smartwater.
- Product containers should be 20 oz or less. If there are independent regional beverages that you want to highlight, please select a low- or zero-sugar version of that product.

Please contact [Mikayla Moreau](#) or your government affairs contact at American Beverage for additional guidance or assistance on setting up a beverage display for your event.