

Research has shown that when children are used to drinking water at a young age, they are more likely to drink water later in life.

From 0-4 years, kids' early eating preferences are set laying the foundation for their eating habits.

Beverages account for almost **1/2** (44%) of kids' sugar intake every day.



Sugar-sweetened beverages are the largest source of sugar in kids' diets.



Water contains:  
0 Sugar, 0 Calories  
0 Additives, 0 Caffeine

**4 GRAMS OF SUGAR = 1 TSP**

**0 TEASPOONS OF SUGAR IN 1 PLAIN GLASS OF WATER**

COLA, CARBONATED DRINK (250ml)	100% ORANGE JUICE (250ml)
SPORTS DRINK (250ml)	FLAVOURED CAFFEINE FREE ENERGY DRINK (250ml)
1% CHOCOLATE MILK (250ml)	FRUIT YOGURT BEVERAGE (250ml)

As kids get older, they drink more sugar-sweetened beverages.



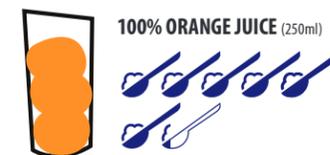
Sugar intake equals:  
Higher risk of Heart Disease  
Link to Type 2 Diabetes

One study found that each additional sugar-sweetened beverage per day, increases the risk of a child becoming obese by 60%.

**60%**



**FRUIT JUICE VS FRESH FRUIT**



100% ORANGE JUICE (250ml)



1 FRESH ORANGE (small)



UNSWEETENED APPLE JUICE (250ml)



1 FRESH APPLE (small)

Real fruit provides an important source of fiber.

