



You **DIDN'T** know...
About the Berkeley Soda Tax

Berkeley residents consumed only 6 fewer calories per day - an amount the study finds is “not statistically significant.”

The aim of Berkeley’s tax on beverages with sugar is to reduce obesity and obesity-related disease. However, the study proves this policy prescription does not work. **A DROP OF 6 CALORIES A DAY IS NOT EVEN MEASURABLE ON A BATHROOM SCALE.**

A consistent reduction of 6 calories per day would - at most - result in a loss of **LESS THAN 1 POUND PER YEAR.**



The 6 calorie per day decline from taxed beverages was more than offset by a 32 calorie per day INCREASE in non-taxed beverages:



Primarily milk and other “higher-fat beverages” such as yogurt smoothies, milkshakes, atole, horchata and eggnog.

12 oz can of soda:	150 calories, 41 g. of sugar	→ TAX
12 oz glass of horchata:	203 calories, 31 g. of sugar	→ NO TAX
12 oz glass of eggnog:	540 calories, 51 g. of sugar	→ NO TAX

The study backs up the cross-border shopping effect. Stores neighboring Berkeley had the highest increase in sales of beverages with sugar.

This means that a key effect of the sugar-sweetened beverage tax hurts local stores at the expense of cross-border competitors. **THE TAX CAUSED PEOPLE TO SHOP OUTSIDE BERKELEY TO AVOID THE TAX,** reducing revenue of small business people.

