

THE KOLKATA AGE

Pepsi, Coke pledge not to sell cola in schools

New Delhi, March 17: Global Cola majors Pepsi and Coca-Cola have decided not to sell their high calorie sugary products in primary and secondary schools across the globe.

In a statement, PepsiCo said it is voluntarily adopting a new global policy to stop sales of full-sugar soft drinks to primary and secondary schools by 2012.

"We have long advocated for school settings to be made as conducive as possible to promote health of students... (it) will serve as an important part of that mission, by expanding our offerings of low-calorie and nutritious beverages," PepsiCo CEO and chairman, Ms Indira Nooyi said.

PepsiCo said it will work with its bottlers, vending

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**Indira Nooyi,
CEO and chairman, Pepsico**

companies and third-party distributors — in collaboration with parents and schools officials around the world — to offer low-calorie beverages for primary and secondary schools.

PepsiCo's move follows an announcement made by

Coca-Cola last week that it will make itself fully compliant with its global school beverages guideline by 2013, under which it will not offer beverages for sale in primary schools, unless asked so by parents and caregivers or school authorities to meet hydration needs.

Coca Cola also said when it offers beverage for sale in secondary schools, it will work with authorities to ensure a full range including water, juices and other beverages, in both regular and, low-calorie and calorie-free versions, is made available.

"We believe in commercial-free classrooms for children, and respect parent and school decisions around what beverages are made available during school hours," Coke said. — PTI