

## Candidate evidence

Advanced Higher – Health and Food Technology  
Project

**Should the sugar tax be further  
implemented in the UK?**

4392 words

Contents page

<b>Title Page.....</b>	<b>Page 1</b>
<b>Contents Page.....</b>	<b>Page 2</b>
<b>Literature Review.....</b>	<b>Pages 3-7</b>
<b>Research Plan.....</b>	<b>Pages 8-9</b>
<b>Results.....</b>	<b>Pages 10-15</b>
<b>Analysis and Conclusions.....</b>	<b>Pages 16-18</b>
<b>Evaluation.....</b>	<b>Pages 19-20</b>
<b>Bibliography.....</b>	<b>Pages 21-22</b>
<b>Appendix – Blank Sensory Test and Blank Questionnaire</b>	

## Literature Review

In 2018, the sugar tax was applied to drinks manufacturers in the UK.

Many of us have too many high-sugar foods and drinks too often which increases the risk of many dietary diseases. Sugary drinks have been linked to obesity, especially in children. The Government's Scientific Advisory Committee on Nutrition (SACN) published an extensive review of the science on carbohydrate in July 2015 and made recommendations about how people should improve their diets to have a better balance of carbohydrate foods, especially "free sugars". Free sugars are those added to food (e.g. sucrose, glucose) or those naturally present in honey, syrups and unsweetened fruit juices, but not lactose in milk and milk products as well as those sugars contained in fruit that is not juiced. SACN has recommended free sugars account for no more than 5% of daily energy intake.

Considering this report, the Scottish government revised its published Dietary Goals in 2018. The Scottish dietary goals state free sugars (NME) should not make up more than 5% of energy from food and drink per day. This is equivalent to 30g for adults, 24g for children aged 7 to 10 and 19g for children aged 4 to 6. Children under the age of 4 should avoid any NME sugars.<sup>1</sup>

The SACN Report found high intakes of sugar were associated with greater risk of tooth decay and obesity. Sugar-rich drinks were shown to increase Body Mass Index (BMI) in teenagers especially as teenagers consume the highest sugary drink volume. Also, some research suggests having too much sugar in the form of sugar-sweetened beverages increases the risk of type 2 diabetes.<sup>2</sup>

Obesity can reduce people's overall quality of life it leads to premature death due to its association with serious chronic conditions such as type 2 diabetes, hypertension, which are both high-risk factors for cardiovascular disease.<sup>3</sup>

The most up-to-date figures released by the Scottish Government reveal:

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<sup>1</sup> <https://www2.gov.scot/Resource/0049/00497558.pdf> (Date accessed: 05/12/18)

<sup>2</sup> <https://www.bda.uk.com/foodfacts/sugar> (Date accessed: 07/12/18)

<sup>3</sup> <https://www2.gov.scot/Topics/Statistics/Browse/Health/TrendObesity> (Date accessed: 08/12/18)

In 2017, 65% of adults aged 16 and over were overweight, including 29% who were obese. Levels of overweight and obesity for adults aged 16-64 increased between 1995 and 2008 but have remained broadly stable since then.

Since 1998, the proportion of children aged 2-15 at risk of overweight (including obesity) has fluctuated between 26% and 33%. In 2017, 26% of children were at risk of overweight, including 13% at risk of obesity.

At the end of 2016, there were 291,981 people diagnosed with diabetes, 88.3% (257,728) were Type 2 diabetes, in Scotland recorded on local diabetes registers.

In 2015, the percentage of food energy contributed by free sugars (14.4%) remained higher than the Scottish Dietary Goal of less than 5% of energy.

Between 2010 and 2017, the volume of sales of regular take home soft drinks reduced.<sup>4</sup>

These figures show overall health is not improving, and obesity and sugar consumption remain a concern. A campaign in 2016/2017 for the introduction of a sugar tax was implemented in April 2018.

Research following the introduction has shown that:

62% of UK shoppers have not changed their consumption behaviour in any way post-sugar tax, and only 1/5<sup>th</sup> are checking sugar content on packages more frequently since the tax has come into effect.

A Sugar Tax Shopper survey which compared results from respondents before the Soft Drinks Industry Levy coming into effect on 6 April 2018 and now provided these results:

11% of shoppers claimed they planned to stop drinking sugary soft drinks prior to the tax; this number has fallen to just 1% post-tax. The number of people who said they would continue to buy sugary soft drinks also grew post-tax, increasing from 31% in February to 44% in June.

Pre-tax, 54% of respondents supported the government-imposed levy in the UK, and some even felt it wasn't strict enough.

Although the sugar tax hasn't had as much of an impact as estimated, high sugar intake is still a major health concern for the UK and initiatives like the Soft Drinks Industry Levy will continue to bring

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<sup>4</sup> <https://www.gov.scot/publications/obesity-indicators/> (Date accessed: 11/12/18)

awareness to the UK. Even though consumer habits have hardly changed, manufacturers have adapted accordingly, and most soft drinks now fall below the sugar tax threshold.<sup>5</sup>

Fizzy drinks are recognised as sugary drinks by most consumers. Coca-Cola are the brand leaders when it comes to fizzy cola. There's 10.6 g of sugar per 100 ml of Coca-Cola original taste.<sup>6</sup> For an adult to drink one Coca-Cola a day, it is over 1/3<sup>rd</sup> of the sugar intake for an adult in just one drink. Coca-Cola has maintained the sugar content of original Coca-Cola due to consumer satisfaction, therefore the levy is paid on this drink.

The new tax is applied to soft drinks with a certain amount of sugar per litre. Drinks with more than 8g of sugar per 100ml face a tax rate equivalent to 24p per litre. Those containing 5-8g of sugar per 100ml face a slightly lower rate of tax, of 18p per litre. Pure fruit juices are excluded as they do not carry added sugar, while drinks with a high milk content are also be exempt due to their calcium content.

A recent survey found 90% of the public supporting the government working with industry to make food and drinks healthier. The clampdown on sugar use has seen certain leading brands, including Fanta, Ribena and Lucozade, cut the sugar content of their drinks. The sugar tax is applied to manufacturers - whether they pass it on to consumers or not is up to them. There are 457 producers registered for the levy.<sup>7</sup>

Many manufacturers have reduced the sugar content to 4.5 - 4.8g per 100ml which allows the drink to be labelled as low in sugar. However, other drinks are proving a concern. Extremely high sugar content is contained in high street cafes' hot drinks as Starbucks was revealed to be selling one beverage containing 25 teaspoons. Action on Sugar said there is "dangerously" high sugar content in other chains' flavoured coffees and hot drinks as well. *'This is yet another example of scandalous amount of sugar added to our food and drink. No wonder we have the highest rates of obesity in Europe.'* - Professor

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<sup>5</sup> <https://www.nielsen.com/uk/en/insights/news/2018/sugar-tax-little-impact-consumer-behaviour.html>

(Date accessed: 12/12/18)

<sup>6</sup> <https://www.coca-cola.co.uk/faq/how-much-sugar-is-in-coca-cola> (Date accessed: 14/12/18)

<sup>7</sup> <https://www.bbc.co.uk/news/business-46279224> (Date accessed: 15/12/18)

Graham MacGregor, Action on Sugar. Action on Sugar performed analysis on 131 hot flavoured drinks and found 98% of the drinks tested would receive a red nutritional value label for high sugar content.<sup>8</sup>

Action on Sugar said in some of the worst cases the drinks contained 20 or more teaspoons of sugar. Coffee shop chains Starbucks, Costa and Caffe Nero said they were committed to reducing sugar content in their drinks. The drinks assessed included flavoured coffees such as mochas and lattes, hot fruit drinks and hot chocolates from coffee shops and fast food chains.<sup>9</sup> At the end of 2018, there was news about the dangerous levels of sugar and calories hidden in milkshakes sold across high street restaurants and fast food chains, according to a latest survey by Action on Sugar released as part of Sugar Awareness Week.

Family restaurant Toby Carvery was ranked as the most 'shocking shake' with its 'Unicorn Freak shake' containing a disturbing 39 teaspoons of sugar – over six times the recommended daily amount of sugar for a 7- to 10-year-old.

To combat the extreme calorie intake, Public Health England's sugar reduction targets include a cap on milkshake products likely to be consumed in a single occasion to 300 calories. However, a milkshake such as Toby Carvery Unicorn Freak shake at 1,280 kcal per serving is more than half the daily-recommended number of calories for an adult and four times PHE's proposed calorie limit.<sup>10</sup>

England's chief medical officer, Professor Dame Sally Davies, has called for taxes on crisps and chocolate to combat excessive salt and sugar harming the public's health and costing the NHS billions tackling obesity and diabetes. Under the present system, manufacturers, shops and food outlets profiting from cheap, unhealthy food "are not paying for the harm that's doing", particularly among deprived communities, Professor Davies said. In her annual report she called on the government to expand the current tax on sugary drinks and said profits should be used to "subsidise healthy fruit and vegetables".

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<sup>8</sup> <https://www.telegraph.co.uk/news/health/12160642/Up-to-25-spoons-of-sugar-in-coffee-shop-drinks.htm> (Date accessed: 16/12/18)

<sup>9</sup> <https://www.bbc.co.uk/news/health-35593007> (Date accessed: 18/12/18)

<sup>10</sup> <https://www.dentalreview.news/knowledge/65-dentistry-white-papers/4071-saving-kids-teeth-conference-2018> (Date accessed: 19/12/18)

“Our sugar targets haven’t been met so far; if we don’t get there, we will need a fiscal effort to mandate it, and the same with salt,” she told a briefing on Thursday.<sup>11</sup>

The sugar tax has encouraged manufacturers to alter their fizzy drinks recipes to reduce the sugar content, this is to be encouraged but are consumers now not as concerned about their choices if they think the sugar content has been brought down to a healthy level. Can the consumer tell if the sugar has been reduced in their favourite drinks if they have grown accustomed to the lower sugar content could this be lowered further or passed onto other drinks? Does the sugar tax need to be widened to other widely consumed drinks like flavoured coffees and milkshakes?

Products such as cakes, biscuits and other foods are not covered by the tax either so should the sugar tax be expanded to these foods too?

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<sup>11</sup> <https://www.independent.co.uk/news/health/nhs-sugar-tax-crisps-tax-salt-crisps-sweets-diabetes-obesity-children-chief-medical-officer-a8693106.html> (Date accessed: 21/12/18)

## Research Plan

The researcher chose a questionnaire as the first research technique. The questionnaire asked 13 multiple-choice questions. The researcher chose this method as it was an efficient way to gauge responses to a series of questions, the questions were trialled with three teachers to check they were easily understood. This corrected questionnaire was sent to all school staff, some school pupils and other adults known to the researcher. The response was good as 157 individuals completed the survey who all consume sugar making the questionnaire valid and reliable. The researcher used Microsoft forms as a platform for individuals to complete the questionnaire, which made the questionnaire easily accessible for the recipients and the simple format of the online site furthered the efficiency of the questionnaire being completed. The results were collated in Microsoft Forms as pie charts and bar graphs with the number of responses and questions being labelled on the graph and pie charts.

The sensory tests chosen by the researcher was a triangle test, rating test and paired comparison test. The researcher used 7 testers who consume sugary drinks. The researcher separated the 7 testers into separate tasting areas, to ensure no influence of opinions with other testers.

A triangle test is discriminative, asking if there is an overall difference between three products, in which two are the same product and one is different. The researcher chose this method of sensory test as it compared sugary drinks to its non-sugary equivalent. The aim of the test was to gauge if the testers could spot "the odd one out" from two identical samples that were high in sugar and one which was low in sugar. For the triangle test, the tester was given a response sheet with the corresponding sample number and asked to circle the one they thought had the most sugar. The cups were labelled with random three-digit numbers so the tester was unable to identify any characteristics based on the number assigned. The testers were given water to cleanse their palate after each taste in order to make sure their taste was not altered, this was applied to all of the tests.

A ranking test is where the tasters are asked to rank in order of preference a range of similar products, in which all three are different in sugar content. The aim of the test was to find out if the testers liked drinks which were lower in sugar. For the ranking test, the tester was given a response sheet with the corresponding sample number and asked to rank the three drinks from 1 to 3 (1 being the first choice and 3 being the last choice).

A paired comparison test is where the tasters are asked to compare two samples for a specific characteristic, e.g. flavour and sugary content of the dish. For this test, the tester was given a response sheet with the corresponding sample number and asked to tick the odd one out. The cups were labelled with random three-digit numbers so the tester was unable to identify any characteristics based on the number assigned. The researcher collated the results in which a tally number was recorded alongside each brand.

**Results****Sensory test****Ranking**

Age range:    11-16 (3)                    17-25 (3)                    26-40 (0)                    41-60 (1)

Drink	Ranked 1 <sup>st</sup> choice	Ranked 2 <sup>nd</sup> choice	Ranked 3 <sup>rd</sup> choice	Total = sum of (number of people who ranked it x number it was ranked at)
Coke Zero	3	4	0	11
Normal Coca-Cola	3	2	2	13
Diet Coke	1	1	5	18

The lowest total means it is the most preferred drink.

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**Paired comparison**

Please circle.

Age range:    11-16 (3)                    17-25 (3)                    26-40 (0)                    41-60 (1)

You are going to evaluate 2 pairs of drinks (coffee and cordial) at this station.

Please indicate which of the samples below is the most sugary by circling the corresponding sample code below.

Pair No.	Sample tasted first	Sample tasted second	Comments
1	Normal Capri-sun (1)	Capri-sun no sugar (6)	725 is a lot sweeter Both tasted sugary 308 is sweeter than 725 725 had the least taste 308 was more sugary but didn't like it Both are very sweet
2	Caffe-latte no sugar (3)	Normal Caffe-latte (4)	First one tasted better First one tasted better 861 was more watery 861 felt lighter and tastier Didn't taste very sweet

Triangle test

Age range: 11-16 (3) 17-25 (3) 26-40 (0) 41-60 (1) Milk drinks

Two of the samples are identical. Determine the odd samples.

Why?  
 Less thick  
 Thicker and less tasteful  
 More velvety and lighter  
 Not as sugary  
 Less sweet  
 Less bitter

Drink	Number of Odds
Normal Friij	2
No sugar Friij	3
Normal Friij	2

**Iru Bru**Why?

Tasted strange  
 More bitter than other two  
 Much less sugar  
 Had less flavour  
 Wasn't as fizzy  
 Is very sugary  
 Slight aftertaste  
 Sweeter

Drink	Number of Odds
Irn-bru zero	4
Normal Irn-bru	1
Irn-bru zero	2

The highest number of odds is the odd one out according to the tasters.

**Questionnaire**

1. What is your age range?

Age Range	Number of individuals
11-16	44
17-25	21
26-70	92

2. Has the sugar tax made you think more about the sugar content in your drinks?

Yes 47

No 109

Other 1

3. If yes, do you now:

Buy lower sugar drinks 17

Buy less fizzy drinks 18

Read the label more carefully 16

No change 15

4. Why hasn't the sugar tax influenced your sugary drink consumption?

I don't drink many sugary drinks anyway. 111

I don't worry about the sugar content in my drinks. 17

I don't have an interest in the sugar content in my drinks. 4

Other: Comments

I can't stand artificial sweeteners so will only buy drinks with real sugar!

I didn't know about it

I like sugary drinks

5. What types of drink(s) would you buy at a local coffee shop?

Coffee 75

Tea 72

Flavoured Coffee 31

Flavoured Tea 30

6. How often do you consume the following drinks (in a cafe and at home)?

	1-2 times a week	3-5 times a week	More than 6 times a week	Never	Occasionally
Coffees	12.1%	8.3%	24.8%	26.8%	28%
Teas	17.8	10.8%	29.9%	19.1%	22.3%
Flavoured coffees	6.4	3.2%	5.1%	61.1%	24.2%
Flavoured teas	12.1	8.3%	3.8%	47.8%	28%

7.

Do you think that the sugar tax should be expanded to other drinks such as coffees and milkshakes?

Yes 71

No 86

1-2 teaspoons 72

Other: Comments

8. At what age do you think it is suitable to introduce sugar and low sugar drinks into the diet?

Age	Low sugar drinks	Standard sugary drinks	Never
Under 5	33.1%	5.2%	61.7%
5-10	66%	13.5%	20.5%
10-15	54.1%	35.7%	10.2%
Over 15	38.2%	52.2%	9.6%

## 9. How often would you consume the following drinks?

	Daily basis	3-5 times a week	More than 6 times a week	Occasionally	Never
Energy drinks (e.g. Lucozade)	2.6%	3.9%	2.6%	31.2%	59.7%
Stimulant drinks (e.g. Redbull)	1.9%	2.6%	0.6%	8.4%	86.4%
Flavoured waters (Macbee)	1.9%	9%	1.3%	41.3%	46.5%
Cordials (Caprisun)	3.9%	5.2%	1.3%	39.6%	50%
Cordials made at home	8.4%	5.8%	5.8%	42.6%	37.4%

### **Analysis and Conclusions**

The researcher found in the literature review that there is a 10.6g of sugar per 100ml in normal Coca-Cola, Coca-Cola maintained this level because of customer demand. In the sensory test the results show that the most popular Coca-Cola drink was Coke Zero, containing no sugar in comparison to normal Coca-Cola. Therefore, it can be concluded that consumers often prefer non-sugary versions of fizzy drink and so sugary versions of fizzy drinks could be modified and not incur the sugar tax.

Another conclusion is that the sweeteners (aspartame and acesulfame K) provide a similar sweetness to sugar in the original Coca-Cola. This means that consumers still look for a sweet taste so the sugar tax implemented further would still be effective as the options for unhealthy, sugary drinks has not altered their drinking habits but if they know they find a zero drink suitable when they thought they only liked the sugar version then they may be prepared to swap.

In the literature review 62% of shoppers have not changed their consumption behaviour post-sugar tax. Q2 in the questionnaire asks if the sugar tax made consumers think more about the sugar content in their drinks to which 69% of participants said no. Therefore, it can be concluded that the sugar tax has not made an overly significant change to drinking habits so further implementation may not be effective in sugary drink habits.

The literature review states that high amounts of sugar are in some coffees in chains such as Starbucks. The consumers who took part in the sensory test were asked, the results show that the 4 out of 7 consumers recognised which coffee-latte had the most sugar. Further investigation is needed to ascertain why consumers choose these high sugar drinks; the coffee shop chains have said they were committed to reducing sugar content in their drinks due to adverse publicity so the sugar tax has highlighted the issue of sugar in all drinks and this has a positive effect of reducing sugar in other types of drinks.

In the literature review the Scottish dietary goals state that free sugar quantities which are set for children. Q8 in the questionnaire asks what age the consumers think it is suitable to introduce sugar and low sugar drinks into the diet to which 52.2% of consumers agreed that over 15 is the right age to introduce sugary drinks into the diet. This means over half of the consumers understand sugar and its effect on health in children. Therefore, the sugar tax still needs to be implemented to increase awareness of sugary drinks in children as 47.8% of consumers would introduce sugary drinks at an earlier stage.

In the literature review it states 98% of 131 hot flavoured drinks tested in high street coffee chains would receive a red nutritional value label for high sugar content. Q5 asks what type of drinks consumers buy at a coffee shop to which 36% of participants said that they buy coffee at a coffee shop. Therefore, it can be concluded that the sugar tax should be expanded to coffees, a significant number of my questionnaire participants drink this type of hot drink so by implementing the sugar tax for high sugar coffee drinks, sugar consumption would be reduced.

The researcher found in the literature review that only 1/5th of UK shoppers check sugar content on packages more frequently since the tax has come into effect. Q3 in the questionnaire asks what habits consumers have changed now that they think more about sugar content in drinks due to the sugar tax to which 27% of the respondents who stated in the previous question that the sugar tax has made them think more about the sugar content in their drinks said that they buy less fizzy drinks. This means that the sugar tax should be expanded to other foods and drink so sugar consumption will decrease.

The researcher found in the literature review that 62% of UK shoppers have not changed their consumption behaviour in any way post-sugar tax. Q4 in the questionnaire asks why the sugar tax hasn't influenced consumer's sugary drink consumption. The results show that 77% of the respondents who stated in the previous question that the sugar tax hasn't made them think more about the sugar content in their drinks said that they don't drink many sugary drinks anyway. This means that the sugar tax being implemented further wouldn't make a big difference as majority of people wouldn't change their consumption behaviour.

In the literature review Professor Dame Sally Davies called for taxes on crisps and chocolate to combat excessive salt and sugar harming the public's health and costing the NHS billions tackling obesity and diabetes. Q7 in the questionnaire asks if consumers think that the sugar tax should be expanded to other drinks such as coffees and milkshakes. 57% of participants said no, so the sugar tax may not be effective when implemented. However, that leaves 43% who do believe it would make a difference therefore the sugar tax could be implemented to other high sugar foods if consumers are convinced it would benefit health.

The researcher found in the literature review that 98 per cent of flavoured coffees, hot fruit drinks and hot chocolates from coffee shops and fast food chains tested would receive a red nutritional value label for high sugar content. Q6 in the questionnaire asks how often consumers consume flavoured coffees and teas in a café and at home. The results show that 38.9% consume these drinks between 1 and 6

times a week. This shows that these consumers like high sugar drinks which would impact on their health, therefore, a sugar tax on these drinks would be sensible.

In the literature review it was stated that Fanta, Ribena and Lucozade have cut the sugar content of their drinks. Sensory results indicate that consumers are happy to now drink the lower sugar versions. The sensory test results show that only one of the participants out of seven correctly identified the more sugary capri-sun, this confirms that consumers taste buds can't accurately detect the sugar content of drinks and therefore the recipe/sugar content of a drink being altered to contain less sugar is accepted by the consumer readily. Therefore, the tax has worked even though in the literature review consumers claimed not to have changed their choices, they are drinking lower sugar versions and finding them acceptable.

In the sensory test on milk drinks and Iru-bru, the results show that only 3 out of 7 participants correctly identified the "odd" milk drink out which was the zero-sugar version, and only 1 out of 7 participants correctly identified the "odd" Irn-bru out which was the original Irn-bru. Both these examples prove that consumers find it difficult to work out sugar content, therefore the sugar tax keeping the sugar content low on these types of drinks would be beneficial as the consumers would still drink them.

The researcher found in the literature review that sugar rich drinks increase BMI in teenagers as teenagers consume the highest sugary drink volume. Q9 in the questionnaire asks how often the participants consume certain sugary drinks. 52% of teenagers drink sugary drinks at least 3 times a week. This means that implementing the sugar tax further would impact on teenagers as if more sugary drinks were taxed and the manufacturers were to reduce the sugar content as they did for fizzy drinks their sugar intake would be reduced.

## Evaluation

The overall research process was successful. However, if the researcher were to carry out the research in the future, some changes would be made.

The questionnaire was created using the online software, Microsoft forms. This proved to be successful as the website inputs and formats your questions in an easy way for the respondents to reply too. The layout of the software also helped the reliability of the results as the simple layout would mean that it would make it very unlikely that the respondents would make errors.

If the researcher were to carry out the questionnaire again, they would ensure that the questions would be more specific and relevant to the literature review. Some questions gave responses which were difficult to analysis as didn't link back to facts in the literature review to make conclusions.

Microsoft forms allowed the researcher to easily share the questionnaire with a large number of participants in a relatively short period of time (2 weeks). This made it an effective quantitative research technique which gave more validity to the results compared to the researcher getting only 50 participants.

The data supplied by Microsoft forms also allowed the researcher to drill down through the results, so she could isolate the teenager responses to look at their sugary drinks habits only. This allowed for a specific analysis that the researcher wanted to tie back to a fact in the literature review even though the questionnaire was anonymous. Without this, the researcher would not be able to write the analysis.

If the researcher were to carry out the sensory test again, they would ensure that a question on likes and dislikes on all the products or change the triangle test of the Irn-Bru to a ratings test for better results that could be linked back to the literature review.

If the researcher were to carry out the analysis again, they would ensure that there would be more detailed information in the literature review so that the researcher could be more precise with the questionnaire and sensory test as that would allow them to analyse and draw conclusions in a more effective manner.

Overall, the results indicate that due to the sugar tax manufacturers have decreased the sugar content and the consumers have accepted this and therefore have lowered their sugar intake. 35 out of the 44 participants that drink sugary drinks in the first place have made changes to reduce their sugar intake as shown by questions 1 to 3 on my questionnaire. Further implementation of the sugar tax onto other

high sugar foods and drinks (e.g. flavoured coffees) would reduce the sugar consumption in the population.

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**Appendix****Sensory Test****Ranking**

Please circle.

Age range:            11-16            17-25            26-40            41-60

Please rank in order of preference.

Put a '1' by your first choice.

Put a '2' by your second choice.

Put a '3' by your last choice.

Please drink water to cleanse your palate between samples.

459            \_\_\_\_\_

569            \_\_\_\_\_

630            \_\_\_\_\_

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**Paired comparison**

Please circle.

Age range:            11-16            17-25            26-40            41-60

You are going to evaluate 2 pairs of drinks (coffee and cordial) at this station.

For each pair, please taste the drinks from left to right.

Please indicate which of the samples below is the most sugary by circling the corresponding sample code below.

Pair No.	1st	2nd	Comments
1	725	308	
2	850	861	

Triangle test

Age range:            11-16            17-25            26-40            41-59

Two of the samples are identical. Determine the odd samples.

Please write 'odd' next to the sample you think is the odd one out.

865            \_\_\_\_\_

713            \_\_\_\_\_

394            \_\_\_\_\_

Why?
------

760

—

547

—

563

—

Why?

**Questionnaire**

1. What is your age range?

11-16

17-25

26-70

2. Has the sugar tax made you think more about the sugar content in your drinks?

Yes

No

Other

3. If yes, do you now:

Buy lower sugar drinks

Buy less fizzy drinks

Read the label more carefully

No change

4. Why hasn't the sugar tax influenced your sugary drink consumption?

I don't drink many sugary drinks anyway

I don't worry about the sugar content in my drinks

I don't have an interest in the sugar content in my drinks

Other

5. What types of drink(s) would you buy at a local coffee shop?

Coffee

Tea

Flavoured Coffee

Flavoured Tea

6. How often do you consume the following drinks (in a cafe and at home)?

	1-2 times a week	3-5 times a week	More than 6 times a week	Never	Occasionally
Coffees					
Teas					
Flavoured coffees					
Flavoured teas					

7.

Do you think that the sugar tax should be expanded to other drinks such as coffees and milkshakes?

Yes

No

8. At what age do you think it is suitable to introduce sugar and low sugar drinks into the diet?

Age	Low sugar drinks	Standard sugary drinks	Never
Under 5			
5-10			
10-15			
Over 15			

9. How often would you consume the following drinks?

	Daily basis	3-5 times a week	More than 6 times a week	Occasionally	Never
Energy drinks (e.g. Lucozade)					
Stimulant drinks (e.g. Redbull)					
Flavoured waters (Macbee)					
Cordials (Caprisun)					
Cordials made at home (Robinsons)					