

#LIFESTYLE

SEPTEMBER 30, 2009 / 10:52 PM / 8 YEARS AGO

Coca-Cola to put calorie counts on front labels



<p>Bottles of Coca-Cola soft drinks are seen on a grocery store shelf in Arlington, Virginia, August 17, 2009.

Jim Young</p>

NEW YORK (Reuters) - Coca-Cola Co said on Wednesday it will include calorie information on the front of nearly all its packages, as the world's largest soft drink maker seeks to raise consumer awareness about nutrition.

The move, which Coke said is the first among beverage companies, comes a day after it said it was intensifying its efforts to promote the benefits of a healthy lifestyle and balanced diet as a way to fight the possibility of a soft drink tax.

There have been increasingly vocal calls for taxes on sugary drinks and junk food to help fight the problem of obesity in the United States.

Coke plans to give nutritional information on the front of all its packages worldwide by the end of 2011.

It has already rolled out the new labels in Europe and Australia and is now doing so in Mexico and the United States.

Coke's drink portfolio ranges from Coca-Cola and Sprite to vitaminwater and Powerade, and also includes Minute Maid juice and Georgia Coffee.

Reporting by Martinne Geller; Editing by Gary Hill