

Sugar Reduction in post-Brexit UK: a Supply-Side Policy Agenda

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- across all product categories sugar is still overconsumed
- agricultural and trade policy have been working at cross-purposes by making sugar cheaper
- Brexit provides an opportunity to restrict the supply of sugar

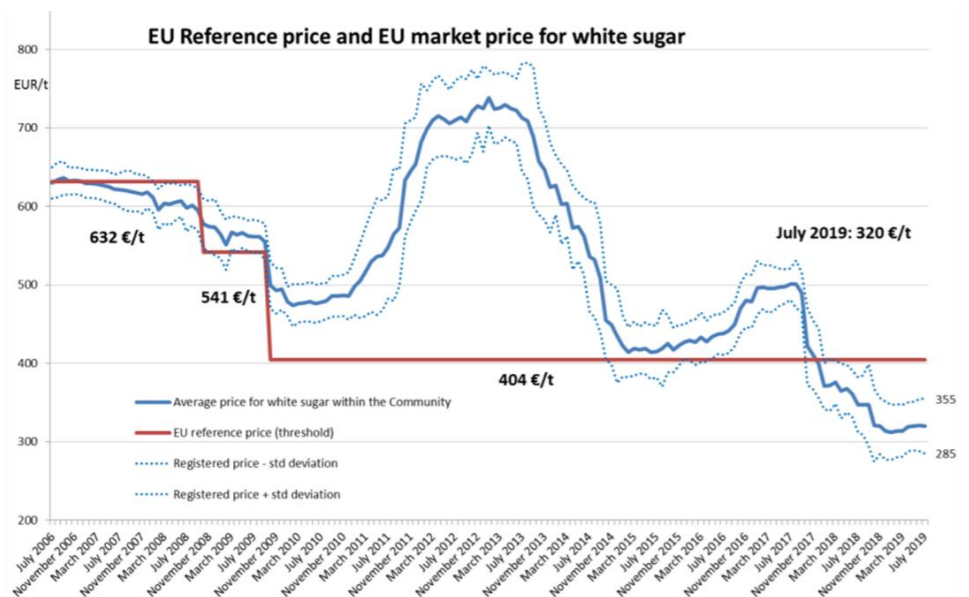


Table 4: The cost of sugar in manufactured food and drinks at retail

Product (size)	Amount of sugar	Cost of sugar	Retail price	Cost of sugar in retail price
Kellogg's Frosties cereal (500g)	185g	6.1p	£2.50	2.4%
Cadbury Dairy Milk Choco-late single bar (45g)	25g	0.8p	£0.60	1.3%
Magnum Classic Ice Cream (4 x 110ml)	92.4g	3.0p	£3.20	0.9%
Jam doughnut (70g)	6.7g	0.2p	£0.30	0.6%
Coca-Cola Sprite (500ml)	16.6g	0.5p	£1.25	0.4%

Policy options:

- marketing quotas
- minimum prices
- excise taxes
- subsidy reform
- maximum content