

NO on AB 765: Protect Consumer Choice

The measure would impose what is essentially government control over what grocers can and cannot sell in and around store checkout lanes. AB 765 does this by not only banning the sale of certain types of beverages in specific areas of grocery stores, but by also prescribing exactly what may be sold in specific areas of grocery stores.

- ⦿ AB 765 would tell supermarkets, convenience stores and other retail outlets which beverages they're allowed to sell at the checkout counter.
- ⦿ The approved list of beverages is arbitrary and makes no sense.

Beverages Allowed for Sale in Checkout Line, Under AB 765:

Coffee or Tea Drinks	<ul style="list-style-type: none">• with no added caloric sweeteners.
Milk	<ul style="list-style-type: none">• with no added caloric sweeteners.
100% Fruit Juice or Fruit Juice Combined with Water or Carbonated Water	<ul style="list-style-type: none">• with no added caloric sweeteners,• in a size no greater than 12 fluid ounces.
100% Vegetable Juice	<ul style="list-style-type: none">• with no added caloric sweeteners,• with no more than 200 milligrams of sodium per container,• in a size no greater than 12 fluid ounces.

EXAMPLE OF AB 765:



A 12 oz bottle of 100% apple juice with **45 grams of sugar** would be allowed...

45g of sugar/12 oz



But a bottle of enhanced water with **half as much sugar** would be **BANNED**.

19g of sugar/12 oz



Even **diet soda** would be **BANNED**, under AB 765!

0g of sugar



CGA member companies are already adjusting business practices to make sure new lower-calorie and smaller-portion choices are available to consumers in all neighborhoods, along with incentives to try them and stick with them, without a punitive law to force them. **Let consumers make their own choice about what they purchase. Vote NO on AB 765.**