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Kill your children

Facts about Coke



by Tyler Lackey

Imagine that the bad guys (Thrush or Kaos or the USSR or the terrorists) had come up with a nefarious plan. A plan designed to kill a million Americans every year. A plan that would slowly and quietly kill our best and our brightest, and do it in a way that we'd hardly notice.

Well, that plan is in place, but it's not being run by foreign evil-doers. It's the work of the agricultural-marketing complex. Every year, millions of Americans die from being fat, and their obesity is a direct result of lobbyists and marketers.



We start early. We start with our toddlers. And then, year after year, we reinforce the damage with a diet that is designed to lead to obesity and death.

Don't take my word for it. Let's look at four unassailable facts:

FACT 1:

Sweet beverages have little or no impact on food consumption. In other words, drinking a Coke doesn't make you full. Study after study (on mice as well as people) conclusively demonstrate that high calorie beverages (like juice and Coke) don't have any impact on when you feel full.

Year after year, we **reinforce the damage** with a diet that is **designed** to lead to **obesity** and **death**.

Let me give you an example that will make this totally clear: If two identical twins go to a buffet and one has a 20 oz. Coke with his meal and the other has water, they will both eat the same amount of food.

We look to a lot of cues to decide when we've had enough to eat. At restaurants, for example, portion size largely determines how much we eat...if they serve less, you eat less, but feel just as full.

The thing is, sugared beverages do not supply any physical cues or social ones either. There's nothing built into our system to tell us that we should eat half as much spaghetti because we just drank 200 calories.

FACT 2:

Marketers want you to drink a lot. A lot of Coke, a lot of juice, a lot of Snapple.

The typical size for one of these beverages is now 16 ounces. 16 ounces of Coke has 200 calories. 16 ounces of Snapple lemonade has 240 calories.

The Big Gulp at 7-11 is 45 ounces, which works out to just under 600 calories. In a single serving.

Drinking a **Coke doesn't** make you **full...**
Coke is **designed** to make it **easy** to **drink a lot.**

Coke is designed to make it easy to drink a lot. The bubbles and the flavoring agents are carefully designed to make you want to drink more. Marketers at Pepsi talk about “slam” (the ability to drink a whole bottle at once, without stopping).

Here's what David Preston, senior brand manager at Coca-Cola had to say about Coke's new C2 product, “Our goal is to use Coca-Cola C2 to recapture some of the consumers who have left the category over the years. Especially among consumers who 10 years ago may have had Coca-Cola Classic every day but now might only be drinking it a couple of times a week...”

FACT 3:

3,500 calories will turn into a pound of fat after you eat it. If you have surplus calories in your diet (meaning you're eating more than you're burning) your body will store these calories as fat. It doesn't matter whether the calories come from sugar or pasta, whether you eat them or drink them. Calories are calories.

If you remember Fact 1 (that sugary beverages don't affect the rest of what you eat) it's easy to see that including juice or Pepsi in your diet means that you're just adding calories to your daily intake. Which makes it easy to gain weight.

There's **nothing** built into **our system** to tell us that we should **eat half as much** spaghetti because we **just drank 200 calories**.

FACT 4:

A 12 ounce can of Coke has 140 calories. (I'm assuming you can find the 12 ounce size. Snapple, for example, most commonly comes in the 240 calorie 16 oz. size.

Drink one can a day for a month and you've consumed 4,200 calories extra. Do it for a year and you're up to 50,400 calories a year. Or, to make it simple: 12 pounds gained per year.

Do that for a decade and now you know where the extra 120 pounds come from.

HOW DID THIS HAPPEN?

From the first day that we give a little kid juice in a bottle, we've been training that child to be fat. We've exposed him to countless commercials, of course, but we've also stupidly sent juice boxes to school, assumed that it was "healthy" to serve Snapple instead of Coke, made it socially acceptable to buy a Big Gulp for a kid (would we buy her a pack of cigarettes?) and considered it okay to charge \$3 for a bottle of water at the movies.

Lobbyists have plenty of money to persuade the FDA or the Department of Agriculture to support their industry.

There's big money in selling beverages. Even better if you can make those beverages sit on top of the diet, rather than fighting with other foods for a piece of the diet. There's always room for another glass of Snapple or Coke or Gatorade or juice—because these beverages don't fill us up.

As a result, marketers have tons of money to spend to persuade us that we will be happier or cooler or smarter if we'd only buy another bottle. As a result, lobbyists have plenty of money to persuade the FDA or the Department of Agriculture to support their industry.

There's no reason to drink anything but water or soy milk. Our bodies don't need juice. Sure, you should eat fruit. But you need to squeeze six or seven or ten oranges to make a big glass of orange juice. You'd never consider sitting down and eating that many oranges, would you?

A Grande Starbucks **Caramel Frappuccino** Blended Coffee with whipped cream...[has] the equivalent of...**twenty-six spoonfuls** of **sugar**.

A glass of Coke has a dozen or more spoonfuls of sugar in it! Can you imagine ordering a coffee at Starbucks and then preceding to put ten or more spoonfuls of sugar in your mug? We do that every time we buy a Grande Starbucks Caramel Frappuccino Blended Coffee—with whipped cream. In fact, it has 430 calories, which is the equivalent of—get ready—twenty-six spoonfuls of sugar.

The peer pressure is enormous. When you're class mom, the expectation is that you'll bring sugary beverages or juice boxes to class events. When you throw your kid's birthday party, the expectation is that you'll give kids a choice—Coke or Sprite—with water for the nerds, the geeks and the diabetics, apparently.

THE SIMPLE ANSWER

I've never seen a fat kid who didn't drink sugared beverages.

The easiest way to save millions of lives from early deaths and painful conditions is simple: don't drink sugar.

It may not be politically correct (yet) to stop serving sugar to our kids, but hey, it took decades to make smoking socially unacceptable. How long will it take parents to stop poisoning their children?

I've never seen a **fat kid** who
didn't drink **sugared beverages.**

Don't drink sugar flies in the face of school boards willing to sell out the health of the students in exchange for vending machines offering "healthy alternatives" like Snapple and juice.

Don't drink sugar is hard to sell in the classroom and at a birthday party.

But, bit by bit, day by day, we're killing an entire generation. The first step is the easy step. Don't drink sugar.

If you're an adult, go ahead and drink all the sugar you want. That's your business. You're a grown-up and you should decide. But don't feed liquid sugar to your kid, your neighbor's kids or my kids. The sooner we stop, the longer we'll live.

FORWARD THIS TO YOUR FRIENDS AND TO YOUR SCHOOL

It's pretty simple. Don't drink sugar. If we all started, right now, it wouldn't take long at all for the message to spread. Tell ten friends today and let's save some lives.

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ABOUT THE AUTHOR

Tyler Lackey grew up in a family who never had a pitcher of water on the dinner table, but always had a 2 liter bottle of Coca-Cola. After years of beverage therapy, Tyler finally weaned himself off his caffeine-free diet coke drinking ways at age 26. Now a drinker of filtered tap water, Tyler knows that Coke free is the way to be. His two children, ages six and four, have only one Coke a month and are fit and trim. If you can't kick the habit, Tyler recommends drinking Coke only after it has been left open in a car's cup holder for more than 12 hours while baking in the sun.

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