



We're supporting the
Children's Health Fund

www.childrenshealthfund.org.uk

The Abokado sugar levy

Here at Abokado we're proud to have we have followed Jamie Oliver's lead by levying a 10p sugar tax on our drinks which contain added sugar. So why have we taken the decision to do this? Well, as a growing restaurant chain we take our responsibilities seriously. This is reflected in how natural and healthy our menu is. But we realised we could do more than this.

When Mark attended a lunch hosted by Jamie to launch this campaign, he was shocked to hear how widespread the appalling consequences of excess sugar were amongst children. These include obesity, Type 2 diabetes and multiple tooth extraction. As a father of four he believes restaurant operators should take some responsibility for guiding the nation's children towards healthier lifestyle choices. Giant soft drinks companies, with their slick advertising campaigns and celebrity endorsements are masters at peddling their over-sugared, artificial drinks to our nation's children. These drinks happen to be a major factor in excess sugar consumption. The sugar levy is a way of redressing the balance and drawing attention to this growing issue.

All the money raised will go to The Children's Health Fund, supported by Jamie Oliver and run by the charity Sustain, to promote healthy food initiatives in schools across Britain. That's a really, really fantastic cause – helping children to understand how to make positive diet and lifestyle decisions.

If you would like a drink without any added sugar, then of course we offer a very wide range of all-natural, freshly made, healthy drinks for you to choose from. We hope we made the right decision and you support this initiative.

abokado
Feel great food