



Dude, it's all  
about the food  
pyramid.

**NUTRITION ISN'T WHAT'S ON THEIR MINDS. BUT WE KNOW IT'S ON YOURS.**

We all know the importance of raising healthy children. We also know that parents can't do it alone. That's why we at America's beverage companies are proud to announce we're taking a major step to help.

Working together with the Alliance for a Healthier Generation—a joint initiative of the American Heart Association and the William J. Clinton Foundation—we've developed new School Beverage Guidelines, which you'll see in many schools starting this fall.

Under these new guidelines, students will have a broad range of lower-calorie, nutritious, smaller portion beverage choices—100% juice, low-fat milk and bottled water in elementary and middle schools, with the addition of diet sodas, sports drinks and low-calorie teas in high schools.

It's all part of a broader effort to teach children the importance of a balanced diet and exercise. By working together with parents, teachers, and government and health professionals, we hope to help America's current and future schoolchildren grow up healthier than ever.

For more details, visit [www.ameribev.org](http://www.ameribev.org)

*The Coca-Cola Company*

*Cadbury Schweppes*  
Beverage Beverages

