

April 17, 2017

The Honorable Ed Hernandez  
California State Senate Committee on Health  
State Capitol, Room 2191  
Sacramento, CA 95814

Dear Chairman Hernandez:

**We write today to ask that you oppose Senate Bill 300 — a labeling law that would mandate warning labels on many sugar-sweetened beverages sold in the State of California, as well as in retail spaces where sugar-sweetened beverages are sold in unsealed containers.**

**This same piece of legislation failed to pass out of the State Assembly in 2014 and 2015.**

Government warning labels on a subset of beverage products will do little to teach Californians that good health comes from balancing physical exercise with diet. Instead, it will feed into the confusion by labeling some products and not others as unique contributors to complex health issues.

Furthermore, businesses in California offer thousands of beverages for sale from across the globe, imported from small and large companies alike. Placing the burden on business owners to affix warning labels on their products before the point of sale, as well as hang signs and label menus would be an expensive and onerous mandate.

Previous attempts to mandate warning labels have been called “job killers” because they would have exposed beverage manufacturers and food retailers to lawsuits, fines and penalties based on state-only labeling requirements for sugar-sweetened drinks.

We urge you to focus on protecting California’s economy and its citizens by opposing SB 300.

Signed,



American Beverage Association



CalAsian Chamber of Commerce



California Automatic Vendors Council



California Chamber of Commerce



California Grocers Association



California Hispanic Chambers of Commerce



California Hotel & Lodging Association



California Independent Oil Marketers Association



California League of Food Processors



California Manufacturers & Technology Association



California Restaurant Association



California Retailers Association



California Travel Association



Can Manufacturers Institute



Civil Justice Association of California



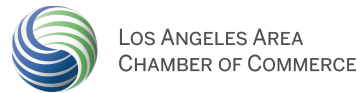
Grocery Manufacturers Association



International Franchise Association



Juice Products Association



Los Angeles Area Chamber of Commerce



Los Angeles County Business Federation



National Federation of Independent Business



San Gabriel Valley Economic Partnership



Valley Industry & Commerce Association