



UNFAIR BEVERAGE TAXES

COALITION FOR AN AFFORDABLE CITY

Leading Newspapers Opposing Beverage Taxes

San Francisco Chronicle—*Oct. 18, 2012—Opposing Richmond, Calif., Measure N*

“Sedentary lifestyles and other bad eating habits are to blame as well. It’s neither fair nor wise to specifically target sodas for a special tax.”

San Jose Mercury News—*May 23, 2013—Opposing state legislation SB 622*

“Store owners who buy drinks from distributors...could just treat it as another cost of doing business and raise prices on everything in the store.”

San Jose Mercury News—*Jan. 6, 2014—Opposing state legislation SB 622*

“Sodas account for only 7 percent of Americans’ caloric intake every day. Why should makers of other unhealthy foods skate?”

Contra Costa Times—*Sept. 10, 2012—Opposing Richmond, Calif., Measure N*

“Once we start down the path of taxing soda, what else should be included? Butter? Hamburgers? Cheesecake? Snow cones? Donuts? It’s a slippery slope.”

Los Angeles Times—*Oct. 31, 2012—Opposing El Monte, Calif., Measure H*

“Riddled with inconsistency and would probably lead to increased costs for grocery shoppers whether or not they drink soda.”

Los Angeles Daily News—*May 8, 2013—Opposing state legislation SB 622*

“This is not really about fighting obesity... It’s about revenue, pure and simple, and soda is an easy target.”

San Diego Union-Tribune—*May 5, 2013—Opposing state legislation SB 622*

“Intrusive government paternalism...that will take far more of a toll on poor people with limited income than on the wealthy.”