

## Healthy Beverage Vending Standards

### Philadelphia Department of Public Health

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The purpose of the Healthy Beverage Vending Standards is to promote healthy beverage choice among City employees and among Philadelphia residents who use City buildings. These standards apply to all beverages sold in beverage vending machines that are 1) under a centralized contract managed by the Procurement Department and 2) located on property owned or leased by the City of Philadelphia. These machines shall comply with the following standards:

#### 1. Product mix:

- a. No more than 35% of the beverages offered may be regular soda or non-dairy *sugar-sweetened beverages* (defined as fruit drinks, teas, flavored water, or energy drinks with an added sugar-based sweetener).
- b. A minimum of 65% of the beverages offered must be *healthy* choices (defined as water, 100% fruit juice, or non-caloric sodas, teas, fruit drinks, and flavored waters).

#### 2. Product display placement:

- a. *Healthy* beverages must be placed in the position with the highest selling potential. Highest selling potential means those closest to eye level, usually the top buttons.
- b. *Sugar-sweetened beverages* must be placed in the position with the lowest selling potential. Lowest selling potential means those furthest from eye level, usually the bottom buttons.

#### 3. Product size:

- a. *Sugar-sweetened beverages* should be limited to 12 ounces with a preference for regular soda in 7.5 ounce portion sizes.
- b. *Healthy* beverages can be 12 ounces or larger.

#### 4. Calorie labeling:

- a. Every machine must display the total calorie content for each item, as sold, clearly and conspicuously, adjacent or in close proximity so as to be clearly associated with the item. Existing nutrition labeling on the beverage does not meet this requirement.<sup>1</sup>

#### 5. Price:

- a. Pricing models that promote healthy choices by establishing lower prices for water relative to regular soda and sugar-sweetened beverages are encouraged.

#### 6. Machine wrap/advertising

- a. Water or 100% juice should be the featured beverage that is advertised on all machines.

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<sup>1</sup> Adapted from H.R. 3590-111th Congress: Patient Protection and Affordable Care Act of 2010, [§ 4205\(b\)](#). Retrieved August 25, 2010, from <http://www.healthreformgps.org/resources/nutrition-labeling-of-standard-menu-items-at-chain-restaurants/>

## Product selection, placement, and pricing for 2011

### Stacker (66.6% - 33.3%)

- **B1 and B2** 20 oz water \$1.50
- **B3** 12 oz Diet Coke or Diet Pepsi \$1
- **B4** 12 oz Coke Zero or Diet Pepsi \$1
- **B5** 12 oz Diet Iced Tea with Lemon \$1
- **B6** 10 oz 100% orange juice \$1.50
- **B7** 12 oz Coke or Pepsi \$1
- **B8** 12 oz Coke or Pepsi \$1
- **B9** 12 oz Sprite or Sierra Mist \$1

### Glass Front (71% - 29%)

- **A1-9** 20 oz water \$1.50
- **B1-9** 12 oz Diet Coke or Diet Pepsi \$1
- **C1-9** 12 oz Diet Iced Tea with Lemon \$1
- **D1-5** 10 oz 100% orange juice \$1.50
- **D6-9** 12 oz Sprite or Sierra Mist \$1
- **E1-9** 12 oz Coke or Pepsi \$1

## Monitoring

To track how these beverage standards affect sales, we would like to have the following information sent to the Department of Public Health on a monthly basis in an electronic format (Excel).

- 2010 (baseline)
  - By machine and by product sales (example below)

Machine #	Location	# of Cokes sold	# of Waters sold	# of Diet Cokes sold
1	MSB	700	832	500
2	City Hall	300	150	292

- 2011
  - By machine and by product sales

**Sustainable Vending Standards**  
**Mayor's Office of Sustainability**

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The Office of Sustainability implements Greenworks Philadelphia, the City's comprehensive sustainability plan. The City's vending contract can support Greenworks goals.

1. Greenworks Target 1: Lower City government energy consumption by 30% by 2015
  - a. Replace all vending machines to meet the current (Tier II) ENERGY STAR eligibility criteria OR add an energy miser to non ENERGY STAR machines within the next 12 months
  
2. Greenworks Target 7: Divert 70% of solid waste from landfills
  - a. Americans recycle aluminum cans at a higher rate than they do plastic bottles, and a recycled aluminum can becomes another aluminum can, whereas a recycled plastic bottle is down-cycled to a lower quality plastic. When possible, the Office of Sustainability prefers vending machines to stock beverages in aluminum cans.