Sugary drinks are making us sick. The pandemic has highlighted the importance of good health for our state's future resilience, which requires investment. A fee on sugary drinks would encourage people to choose healthier drink options, while raising revenue for important public health programs.

How would a sugary drink fee work?

For drinks with added sugar, a two-cent-per-ounce fee would apply.

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>Original Price</th>
<th>New Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 oz can of soda</td>
<td>$1.00</td>
<td>$1.24</td>
</tr>
<tr>
<td>2 liter (68 oz) soda</td>
<td>$1.98</td>
<td>$3.34</td>
</tr>
<tr>
<td>16 oz energy drink</td>
<td>$3.65</td>
<td>$3.97</td>
</tr>
<tr>
<td>20 oz soft drink</td>
<td>$1.29</td>
<td>$1.69</td>
</tr>
<tr>
<td>17 oz bottled water</td>
<td>$1.00</td>
<td>NO PRICE CHANGE</td>
</tr>
</tbody>
</table>

Investing in a healthier future for Hawai‘i

Our Healthy Hawai‘i Vision

$59.3 M

Annual Revenue from a two-cent-per-ounce fee
In 2015, Berkeley, CA became the first U.S. city to implement a sugary drink tax and the verdict is in - IT WORKS!

Consumption of sugary drinks plummeted by 52% among low-income residents in the three years after the tax took effect, while water consumption increased by 29%.

Businesses also thrived - a year and a half after the tax passed, food-sector sales tax revenue rose by 15%, and 469 new food-sector jobs were created—an increase of 7.2%.

The sugary drink tax raises $1.5 million annually for Berkeley, which supports programs to improve health and equity. They prioritize nutrition programs that incentivize healthy behaviors and focus their efforts on the communities most affected by sugary drink consumption.

Success Story: Berkeley, CA

Improving health equity, one drink at a time

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Prevent nearly 2,000 cases of childhood obesity

Save $59.3 M in healthcare costs

Decrease diabetes incidence by 11%

Decrease consumption by 110 servings per person

Source: 2017 CHOICES Report on the Cost-Effectiveness of a Sugary Drink Fee in Hawai‘i

78% of Hawai‘i voters support a 2-cent-per-ounce fee on sugary drinks to fund health improvement programs for Hawai‘i’s keiki.

Source: 2021 Ward Research Public Opinion Poll

Sugary Drink Fee: By The Numbers

Contact

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