

## VITAMIN WATER ADS MISLEADING ACCORDING TO BRITISH WATCHDOG



The British advertising watchdog group, the Advertising Standards Authority, is stating that Coca-Cola-owned Vitamin Water is not “nutritious” as advertisements promoting the drink have claimed. The exact terminology used on a poster advertising Vitamin Water was: “enhanced for the nation delicious and nutritious.” When compared to a 355 ml can of Coca Cola classic, 500 ml of Vitamin Water contained 23 grams of sugar, according to the soft-drink giant. In their defense, Coca-Cola said that Vitamin Water did contain “nutritionally meaningful quantities of several nutrients. Including 25 percent of the recommended daily allowance of four B vitamins” and “100 percent of the recommended daily allowance of vitamin C.” The ASA said, “We considered that [the consumer] would not expect a ‘nutritious’ drink to have the equivalent of four or five teaspoons of added sugar.”