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New York Plans to Ban Sale of Big Sizes of Sugary



Mr. Bloomberg on Wednesday with Linda Gibbs, deputy mayor for health. By each soda is the amount of sugar in it. By MICHAEL M. GRYNBAUM

New York City plans to enact a far-reaching ban on the sale of large

and food carts could sell.

sodas and other sugary drinks at restaurants, movie theaters and

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street carts, in the most ambitious effort yet by the Bloomberg administration to combat rising obesity. The proposed ban would affect Connect with NYTMetro virtually the entire menu of popular

Follow us on Twitter sugary drinks found in delis, fast-food and like us on Facebook for news and franchises and even sports arenas, conversation. from energy drinks to pre-sweetened Sweet Limits iced teas. The sale of any cup or bottle The city health department proposes to ban big sugary drinks. ounces — about the size of a medium Here's a guide to what restaurants, theaters, stadiums, delicatessens

> dairy-based drinks like milkshakes, or alcoholic beverages; it would not extend to beverages sold in grocery or

interview on Wednesday in the Governor's Room at City Hall. "New York City is not about wringing your hands; it's about doing something," he said. "I think that's what the public wants the mayor to do."

saying, 'Oh, this is terrible,' " Mr. Bloomberg said in an

criticized the city's proposal on Wednesday. The industry has clashed repeatedly with the city's health department, saying it has unfairly singled out soda; industry groups have bought subway advertisements promoting their cause. "The New York City health department's unhealthy obsession with attacking soft drinks is again pushing them

A spokesman for the New York City Beverage Association,

an arm of the soda industry's national trade group,

and seek solutions that are going to actually curb obesity. These zealous proposals just distract from the hard work that needs to be done on this front." Mr. Bloomberg's proposal requires the approval of the Board of Health, a step that is considered likely because the members are all appointed by him, and the board's chairman is the city's health commissioner, who joined the

mayor in supporting the measure on Wednesday.

Mr. Bloomberg has made public health one of the top

priorities of his lengthy tenure, and has championed a

series of aggressive regulations, including bans on smoking in restaurants and parks, a prohibition against artificial trans fat in restaurant food and a requirement for health inspection grades to be posted in restaurant windows. The measures have led to occasional derision of the mayor as Nanny Bloomberg, by those who view the restrictions as

In recent years, soda has emerged as a battleground in efforts to counter obesity. Across the nation, some school districts have banned the sale of soda in schools, and some cities have banned the sale of soda in public buildings.

rates in neighborhoods where soda consumption was more common. The ban would not apply to drinks with fewer than 25 calories per 8-ounce serving, like zero-calorie Vitamin Waters and unsweetened iced teas, as well as diet sodas. Restaurants, delis, movie theater and ballpark concessions would be affected, because they

are regulated by the health department. Carts on sidewalks and in Central Park would

also be included, but not vending machines or newsstands that serve only a smattering of

In New York City, where more than half of adults are obese or overweight, Dr. Thomas

Farley, the health commissioner, blames sweetened drinks for up to half of the increase in

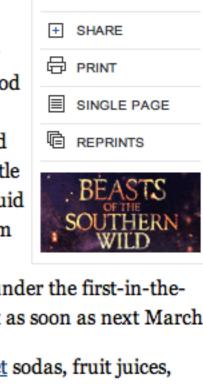
sugary drinks a day, according to the city. Dr. Farley said the city had seen higher obesity

city obesity rates over the last 30 years. About a third of New Yorkers drink one or more

infringements on personal freedom. But many of the measures adopted in New York have

fresh food items. At fast-food chains, where sodas are often dispersed at self-serve fountains, restaurants would be required to hand out cup sizes of 16 ounces or less, regardless of whether a customer opts for a diet drink. But free refills - and additional drink purchases - would





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of sweetened drink larger than 16 fluid coffee, and smaller than a common soda bottle - would be prohibited under the first-in-thenation plan, which could take effect as soon as next March. The measure would not apply to diet sodas, fruit juices, convenience stores. "Obesity is a nationwide problem, and all over the United States, public health officials are wringing their hands

over the top," the industry spokesman, Stefan Friedman, said. "It's time for serious health professionals to move on

that chain restaurants post calorie contents next to prices.

become models for other cities, including restrictions on smoking and trans fats, as well as the use of graphic advertising to combat smoking and soda consumption, and the demand

Source: N.Y.C. Health Department

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