

That Sugar Film response statement

Sharon Fisher, Communications Manager, Making Sense of Sugar

"People are continually bombarded with different advice on what to eat and it's important that they are presented with the right information based on robust science so they can make informed decisions.

However, it is not helpful for people to be led to believe that one single ingredient alone will solve obesity issues. There is no silver bullet for solving the obesity crisis and it is far too simplistic to see it as simply removing or reducing sugars out of food. In some cases this could actually increase the calorie count.

It's worth noting that whilst obesity levels have increased in the UK, total sugars consumption has actually decreased, underlining the fact that this issue is much more complex than one ingredient.

Rather than focus on one ingredient, we believe we need to look at diet within the context of lifestyle, with the starting point being calories (energy) in and calories (energy) out and recognising that an excess of anything isn't good for us."