# WHO'S REALLY INFLUENCING THE FOOD IN YOUR BASKET?

**Spot the influence, check the sugar**



- TV ADVERTISING
- CHILD - APPEALING PACKAGING
- SOCIAL MEDIA
- INSTORE LOCATION PLACEMENTS
- BILLBOARDS & OUTDOOR ADVERTISING
- POLITICAL LOBBYING
- NUTRITION CLAIMS
- DISCOUNTS & COUPONS
- INFLUENCERS & CELEBRITIES
- PRICE PROMOTIONS
- SPORTS SPONSORSHIP

Action on Salt & Sugar

**Sugar Awareness Week**
**2nd - 8th November 2026**