Following up on the Childhood Obesity Plan, I met with Paul Graham and Victoria McKenzie-Gould from Britvic to discuss the company’s work on reformulation. The new sugary drinks levy has encouraged soft drinks companies to reduce the sugar content in their products but the effect of the levy will be increased if there is a price difference at point of sale. It would be wrong for customers choosing a low or no sugar brand to be subsidising those choosing high sugar alternatives. There is strong evidence that the various nutritional information on packaging is confusing consumers – simplifying labelling is one of the opportunities from Brexit which will allow us to set our own standards for example allowing us to show how many teaspoons of sugar are in a surgery drink.