

The Boulder Sugar-Sweetened Beverage Tax is Here

Starting on July 1, 2017, a 2 cents-per-ounce tax was imposed on the distribution of drinks made with added sugar and other caloric sweeteners. Initiated by residents at the grassroots level, the Sugar Sweetened Beverage Product Distribution Tax was adopted by Boulder voters in November 2016.



Affected drinks include but are not limited to:

**Regular Sodas • Sports Drinks • Sweetened Waters
Energy Drinks • Presweetened Coffees and Teas**

Where Will the Money Go?



**Health
Promotion**



**Physical Activity
Programs**



**Healthy
Foods**



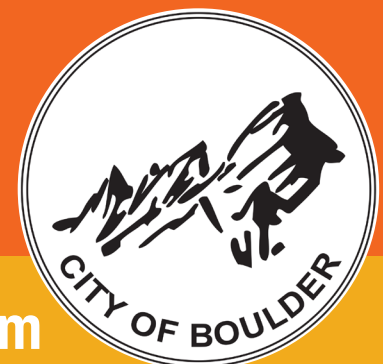
**Wellness and Chronic Disease Prevention
Programs that Improve Health Equity**



**Nutrition and
Food Education**



**Other Health Programs Especially for
Residents with Low Income**



For more information, please visit BoulderSugarBevTax.com