

Vote No on the Sweetened Beverage Tax

About Tampico

- Tampico Beverages Inc. is an Illinois company headquartered in Cook County. We are located in Chicago near the corner of Belmont and Western Avenues.
- Tampico has approximately 100 employees with 70 of them based in Cook County
- Tampico is a top selling brand of fruit flavored drinks in the US and one of the leading sellers of beverage concentrates in the world
- Tampico sells beverages in over 40 countries around the globe
- Tampico sales are expanding in the US, Africa, Asia and Europe
- Tampico is very active in the local community through various employee engagement activities and charitable giving through the Tampico Foundation. The Foundation has donated hundreds of thousands of dollars over the past 5 years to local not for profit organizations that include the American Red Cross, The American Cancer Society, Casa Central, Onward House, The Salvation Army, Covenant House The United Way, Mujeres Latinas En Accion, St. Jude Children's Hospital, Lydia Home, Sinai Health and House of the Good Shephard, and among many others.

Tampico's Products

- Tampico produces a high quality fruit flavored drink
- Tampico is an iconic brand throughout the United States and around the world
- Tampico Citrus punch is currently the #1 selling item in the refrigerated juice drink category and our products outsell some of the most well-known beverage brands in the world
- Tampico started with one flavor and has grown and expanded to sell 10 different flavors as well as gelatins and freezer pops

Tampico's Customers

- The Tampico brand has a strong following among Hispanic and African American consumers and value consumers in general
 - Many Tampico customers have very low disposable incomes
 - Tampico's beverages provide its customers with 100% of the recommended daily value of vitamin C
 - A gallon of Tampico sells locally for about \$1.79 per gallon and contains significantly less sugar, carbs and calories than 100% orange juice.

In 2012, driven by increased concerns about sugar consumption, Tampico converted its product portfolio to a reduced sugar formulation. Tampico's beverages now contain 50% less sugar than it did previously and half the carbs and calories.

The Sweetened Beverage Tax will:

- Add a 72% tax on Tampico products and would increase the price of Tampico beverages locally from \$1.79 per gallon, to \$3.07 per gallon.
- Disproportionately tax Hispanic and African American consumers and other value purchasers.
- Tax healthier alternatives to 100% natural fruit juice products. Water, for example, is not taxed in the ordinance. Neither is 100% Orange Juice. However, if you mix 100% orange juice with water and make what would be a healthier beverage, as many companies do – because that blended product would decrease the amount of sugar, carbs and calories – that blended product made from these two non-taxable items would be subject to the tax.
- Put a healthy seal of approval on 100% fruit juice and, at the same time, stigmatize other healthy alternatives.
- Create a regressive tax that will target consumers who have limited disposable incomes.