

Introducing:

Life is sweet. Keep it balanced.

Consumers want to know how much sugar fits into a balanced diet. In fact, **81% of consumers** say it is important to know the guidelines for sugar intake.*

The Sugar Association recently launched a new education initiative to increase awareness of the dietary guidelines recommendations for added sugars.



The Sugar Association supports the Dietary Guidelines for Americans and shares the goal of moving Americans toward healthier dietary patterns. Taking a balanced approach to eating and physical activity, making room for indulgences, and avoiding anything in excess, are keys to a healthy lifestyle.

Interested in our Sugar in Balance efforts?

Learn More



Get Involved



NEW!
COMING SOON

RD Toolkit filled with ready-to-use, downloadable content and materials for use with your primary audience, whether clients, patients, readers, followers, etc.

the Sugar association



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*Consumer research conducted by Quadrant Strategies for the Sugar Association in March 2023.