

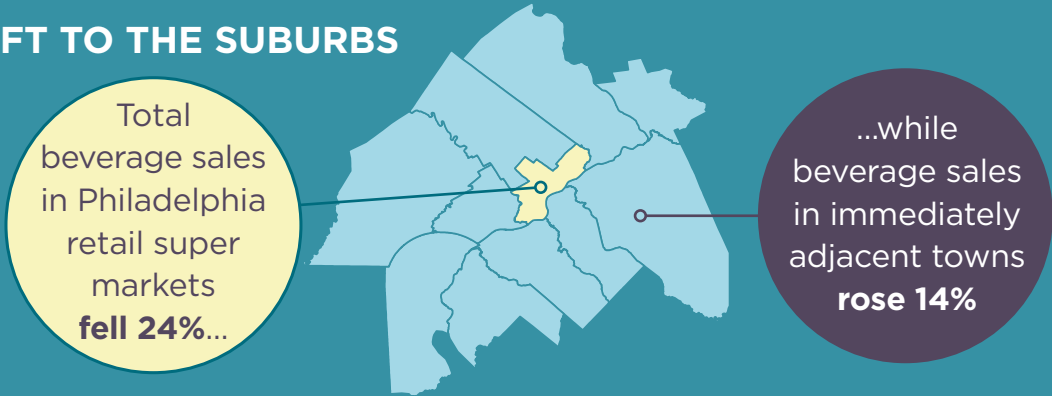
PHILADELPHIA'S BEVERAGE TAX: THE DAMAGING ECONOMIC IMPACT



In January 2017, Philadelphia implemented a 1.5 cent per ounce tax (PBT) on all sweetened beverages – even those with no calories. The impact means that Philadelphia will lose an estimated **1,190 jobs**, **\$54 million in labor income**, and **\$80 million in annual GDP**.

BEVERAGE SALES SHIFT TO THE SUBURBS

The major beverage bottlers have cited a **29% decline in sales** inside the borders of Philadelphia following implementation of the tax.



THE IMPACT GOES BEYOND BEVERAGES TO TOTAL GROCERY SALES

Same-store sales data for non-beverage products **declined** in Philadelphia.



Key areas of same-store, non-beverage sales decline:



THE TAX SHIFTS CONSUMPTION TO UNTAXED SUBSTITUTES WITH CALORIES

Last year in Philadelphia...

Read the full report here:
<https://goo.gl/hb3C7K>

