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.

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**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:

- **Frozen vegetables** fell 14%
- **Yogurt** fell 10%
- **Fresh bread/rolls** fell 9%

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**THE TAX SHIFTS CONSUMPTION TO UNTAXED SUBSTITUTES WITH CALORIES**

Last year in Philadelphia...

- **Drink mix sales** increased 29%
- **Instant tea sales** increased 32%

Read the full report here:

[https://goo.gl/hb3C7K](https://goo.gl/hb3C7K)