

## Peters, John C

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From: Alex Malaspina  
Sent: Fri 6/26/2015 4:44 PM (GMT-07:00)  
To: n4789e@me.com  
Cc: sharris@ilsa.org  
Bcc:  
Subject: Re: Daily European News Flash - 25.06.15

Dear Barbara: Thanks for your advice. Madame Chen has a brain tumor and is in the hospital. I liked that lady so much. She did make the ILSI focal Point a Star. I hope she does not suffer much. However, I had a similar idea and have asked Junshi Chen his advise. I do not know the Group you mentioned but I will Check with Suzie.  
I hope you are having a great summer.  
Warmest personal regards. Alex

-----Original Message-----

From: Barbara Bowman <n4789e@me.com>  
To: Alex Malaspina <malaspina@aol.com>  
Sent: Fri, Jun 26, 2015 9:07 am  
Subject: Re: Daily European News Flash - 25.06.15

Dear Alex,

Sorry for the delay in my reply, I have been off this week and away from e-mail until now.

Am wondering whether anyone with ILSI China, perhaps Madame Chen, might have ideas. Another thought, perhaps someone with connections to the PEPFAR program. Or Gates and Bloomberg people, many have close connections with the WHO regional offices. Perhaps an issue of defining legacy.

Best,  
Barbara

Sent from my iPhone

> On Jun 26, 2015, at 8:28 AM,  
Alex Malaspina <malaspina@aol.com> wrote:

>

> Dear Barbara: How are you? Are you having a nice summer?

> Any ideas how we can have a conversation with WHO?

Now, they do not want to work with industry. Who finds all the new drugs. Not WHO-, but industry. She is influenced by the Chinese Govt and is against US. Something must be done.

> Warmest regards. Alex

>  
>  
> -----Original  
Message-----  
> From: Alex Malaspina <malaspina@aol.com>  
> To: ctuggle  
<ctuggle@coca-cola.com>; ehays <ehays@coca-cola.com>; sharris  
<sharris@ilsi.org>; fergc <fergc@foodsci.umass.edu>  
> Cc: James.Hill  
<James.Hill@ucdenver.edu>; jamesrbehnke <jamesrbehnke@yahoo.com>; john.c.peters  
<john.c.peters@ucdenver.edu>; john <john@jrlupien.net>; jshchen  
<jshchen@ilsichina.org>; hzhang <hzhang@coca-cola.com>  
> Sent: Thu, Jun 25,  
2015 7:14 am  
> Subject: Fwd: Daily European News Flash - 25.06.15

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>  
Please see report on WHO. This is getting a lot of publicity.  
> We must find  
a  
> way of some one such as a famous scientist arrange to pay her a visit .  
May be  
> Jim Hill or some one of similar stature or a US Government scientist

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>  
> As  
> the President of ILSI I had a special and productive luncheon  
with the former  
> DG ,Dr. Nakajima in 1995 at his private dinning room in the  
WHO Geneva  
> Headquarters to tell him about ILSI and how the two organization  
could work with  
> each other,  
>

> In 1999 I visited with the new DG Mrs.  
Brutland in Geneva,  
> when I invited her ,on behalf of The World Economic  
Forum, to come to the Davos  
> meeting of 1999, and be the Keynote Speaker at  
the Food Governors special  
> dinner,where she discussed that GMO foods are not  
only safe but could be very  
> useful in feeding a hungry world. By the way ,the  
future Coke President ,Mr.  
> Neville Isdell attended that dinner with me.

>

> In summary I am suggesting that  
> collectively we must find a way to start  
a dialogue with Dr. Chen. If not, she  
> will continue to blast us with  
significant negative consequences on a global  
> basis. This threat to our  
business is serious,  
> Warmest regards.

> Alex

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> -----Original

Message-----

> From: Susanne Kettler

> <skettler@coca-cola.com>

> To: Alex

Malaspina <malaspina@aol.com>

> Sent: Thu, Jun

> 25, 2015 3:24 am

> Subject:

Fwd: Daily European News Flash - 25.06.15

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> Sent

from my iPhone

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> Begin forwarded message:

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From: Coke Email < CokeEmail@bluerubicon.com>

> Date: 25 Jun

> 2015

08:42:42 CEST

> To: Undisclosed recipients;;

> Subject:

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Daily European News Flash - 25.06.15

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> Key

Highlights: In the UK, marketing title Thedrum.com quotes Wendy Clark,

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President of Sparkling Brands & Strategic Marketing at Coca-Cola North America,

> who addressed the audience at the Cannes Lions festival. She is cited as saying

> that Coca-Cola aligns its marketing to the passion points of teenagers and young

> adults to stay relevant. Media in Spain, Ireland, Denmark and UK discuss the

> negative impact of products with a high sugar content on dental health. Finally,

> media in Belgium, UK and France continue to report that celebrity chef Jamie

> Oliver will implement a 'soda tax' on all sugar-sweetened beverages available in

> his restaurants in the hope that the UK government will also implement such a

> tax.

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> All other

coverage shared as background.

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> Coca-Cola News

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> Coca-Cola and Cannes Lions (UK)

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>  
> Thedrum.com – “When  
you get the relevance right the consistency pays  
> off in spades’ – Coca-Cola’s  
Wendy Clark on keeping the brand fresh’, 24.06.15  
>  
>  
> By Seb Joseph  
>  
  
>  
>  
> Reports on Coca-Cola’s President of  
> Sparkling Brands &  
Strategic Marketing at Coca-Cola North America, Wendy Clark,  
> and her address  
to the audience at Cannes Lions. Ms Clark is cited as saying  
> that  
“consistency, times relevance, done at scale and done over time - those  
> four  
things have been at the core of what Coke has done...” It is noted that to  
> stay  
relevant the brand looks to the passion points that appeal to teenagers and  
>  
young adults and wraps its marketing around those elements.  
>  
> (KO  
>  
mention)  
>  
> Blog Authority: 5  
>  
> Shares: Twitter 12, LinkedIn 1,  
>  
Facebook 1  
>  
> Readership: 25,000  
>  
> Action: FYI  
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Coca-Cola HBC Annual General Meeting (UK, Greece)  
>  
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>  
>  
Shares.telegraph.co.uk – 'Coca-Cola HBC resolutions passed at AGM', 24.06.15  
>  
  
>  
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>  
> Reports that Coca-Cola HBC has confirmed that all of the proposals  
> set out in the notice of the annual general meeting were passed by shareholders  
> yesterday. It is also noted that Coca-Cola HBC AG confirmed the election of  
> Olusola (Sola) David-Borha and Alexandra Papalexopoulou as non-executive  
> directors at the annual general meeting yesterday.  
>  
> Also reported:  
> Halifaxmarketwatch.co.uk, Investing.thisismoney.co.uk, Stockmarketwire.com,  
> Moneyam.com, Shares.telegraph.co.uk (2), Uk.advfn.com, Hl.co.uk, lii.co.uk,  
> Sharewatchglobal.digitallook.com, Lse.co.uk, Bullbearings.co.uk, Capital.gr,  
> Uk.finance.yahoo.com, Capital.gr (2), Livester.gr  
>  
> (KO mention)  
>  
>  
> Authority: 10  
>  
> Shares: N/A  
>  
  
> Readership: c.1,371,000  
>  
>  
> Action: FYI

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> Coca-Cola  
Hilltop Parody (Spain)  
>  
>  
>  
>  
> Marketingdirecto.com – “Change the  
tune”: el remake de “Hilltop” para  
> concienciar sobre el consumo excesivo de  
refrescos’, 24.06.15  
>  
>  
>  
>  
> Reports on a new video from the  
Center for Science in the Public Interest,  
> which parodies Coca-Cola’s famous  
1971 advert known as Hilltop. It is noted that  
> the advert recently made an  
appearance in the Mad Men TV show finale. The parody  
> version claims to draw  
attention to illnesses such as hypertension, diabetes and  
> obesity said to be  
associated with overconsumption of fizzy drinks.  
>  
>  
> Also reported:  
Horizont.net, Gastronomiaycia.com  
>  
> (KO mention)  
>  
>  
> Authority:  
2  
>  
> Shares: Google+ 1, Twitter 68, Facebook 10  
>  
>  
> Readership: c.  
22,300  
>  
> Action: Spain PAC team to monitor  
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>  
> Mad Men  
Finale (UK)  
>  
>  
>  
> Dailymail.co.uk – 'Hard to get the 'real  
> thing!  
Jon Hamm says it took Mad Men creator Matthew Weiner 'a couple of years'  
> to  
persuade Coca Cola to let him use their ad in the finale', 24.06.15  
>  
>  
>  
By Rachel McGrath  
>  
>  
>  
> Reports that Mad Men star, Jon Hamm, said  
>  
that it took Mad Men creator Matthew Weiner two years to persuade The Coca  
Cola  
> Company to use its 1971 I'd Like To Buy The World A Coke commercial to  
end the  
> AMC series finale in May this year. It is noted that after the finale  
aired, a  
> spokesperson from Coca Cola told People Magazine that "no money  
exchanged hands"  
> in the agreement between AMC and the fizzy-drink company.  
>  
  
> Also reported:  
> Dailymail.co.uk (2), Dailymail.co.uk (3)  
>  
> (KO  
mention)  
>  
>  
> Authority: 10  
>  
> Shares: Shared 31, Comments 49  
>  
>  
Readership: c.



- > 2,912,000
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- > Action: FYI
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- > Industry
- News
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- > Nutritional Measures
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- > US Fizzy Drink Tax
- Proposal (France)
- >
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- > Nytimes.com – ‘Republicans Push Back
- Against Proposed Dietary
- > Guidelines’, 24.06.15
- >
- >
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- > Reports on
- political debates in the US
- > House and Senate regarding nutrition and diet
- regulations. It is noted that an
- > advisory panel of independent doctors and
- nutrition experts have suggested a tax
- > on sugar-sweetened drinks and snacks
- as means to encourage better eating habits.
- > The publication underscores that
- the idea angered beverage companies and
- > conservatives in Congress.
- >
- > (No
- KO mention)
- >
- > Authority: 10
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- > Shares: N/A
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- > Readership: c.  
3,072,000
- >
- > Action: FYI
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- > VAT Increase (Greece)
- >
- >
- >
- > Madata.gr – Τα προϊόντα και οι  
> υπηρεσίες που θα ακριβύνουν με το νέο  
ΦΠΑ, 24.06.15
- >
- >
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- > Reports
- > on the new VAT regime in Greece,  
which will increase the rate to 23 per cent. It  
> is noted that the increase  
will affect goods such as soft drinks and juice,  
> sugar, coffee, chocolates as  
well as all processed and canned foods.
- >
- >
- > Also reported: Lay-out.gr,  
Newpost.gr, Karfitsa.gr, Lefimerida.gr,  
> Skaipatras.gr, Aftodioikisi.gr
- >
- >
- (No KO mention)
- >
- > Authority: 2
- >
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- > Shares: Twitter 1, Facebook 2
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- > Readership: c. 12,600
- >
- > Action:

> FYI  
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>  
> Jamie Oliver's  
Sugar Tax (Belgium, UK, France)  
>  
>  
>  
>  
> Nieuwsblad.be – 'Jamie  
Oliver heft belasting op frisdranken',  
> 24.06.15  
>  
>  
>  
> Reports  
that British celebrity chef Jamie Oliver is  
> going to implement a "soda tax"  
on all sugary drinks available in his  
> restaurants in hopes that the  
government will also implement such a tax. It is  
> stated that the extra  
revenue from the price increase will be invested in  
> teaching children about  
healthy eating. A UK publication reports that a Tory  
> backbencher has  
commented on Oliver's move, noting that he is against a sugar  
> tax and that  
there are "far more dangerous white powders." Another publication  
> reports  
that the Food and Drink Federation has welcomed Oliver's commitment to  
>  
improving public health, but has insisted that a real sugar tax would fail as  
>  
such measures have reportedly proven ineffective.  
>  
> Also reported:  
>  
Mellyfood.fr, Atabula.com, Homemademyou.co.uk, Foodmanufacture.co.uk,  
>  
>  
> Atabula.com, Nieuws.be, Hbvl.be, Foodmanufacture.co.uk, Lexpress.fr,  
>  
Agripress.be,

- >
- > Standaard.be, Planet.fr, Bristolpost.co.uk,
- >
- Foodmanufacture.co.uk
- >
- > (No KO mention)
- >
- > Authority: 3
- >
- >
- >
- Shares: 11
- >
- > Readership: c. 70,400
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- > Action: Local Pac teams to
- >
- monitor
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- > WHO Proposals on Soft Drinks (UK, Spain)
- >
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- >
  
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- > Just-drinks.com – 'World Health Organization calls for full-sugar soft
- soft
- > drinks regulations', 24.06.15
- >
- > By Keith Nuthall
- >
- >
- >
- >
  
- > Reports that the Director General of the World Health Organization (WHO)
- has
- > accused marketers of full sugar non-alcoholic beverages of contributing
- to
- > rising obesity rates amongst children globally, especially in
- developing
- > countries. Dr Margaret Chan is also backing regulations that would
- restrict the
- > consumption of full sugar soft drinks, noting that voluntary

initiatives are  
> less likely to be enough. A Spanish publication reports that  
the introduction of  
> a tax on sugar-sweetened drinks in Mexico has resulted in  
a 12 per cent  
> reduction of consumption of these beverages. It is also noted  
that in 2012, the  
> Catalan Parliament approved a bill mandating a tax on  
sugar-sweetened drinks,  
> but it was never implemented.  
>  
> Also reported:  
Consalud.es,  
> Cronicanorte.es  
>  
> (No KO mention)  
>  
> Authority:  
1  
>  
>  
> Shares: 9  
>  
> Readership: c. 1,400  
>  
> Action: Local PAC  
teams to  
> monitor  
>  
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>  
> Sugar and Sweeteners  
>  
>  
>  
> Sugar  
and  
> Health (Spain, France)  
>  
>  
>  
> Consumer.es – ‘¿Cuánta azúcar  
debemos  
> consumir?’, 24.06.15  
>  
> By Isabel Megías

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Reports that

- > sugar is becoming more prevalent in our diets due to quantities now found in
- > everyday products. The article also mentions guidelines on daily sugar intake
- > from the World Health Organization (WHO) for adults and children. Illnesses
- > associated with overconsumption of sugar, such as obesity, hypertension, high
- > cholesterol and vascular diseases, are also discussed. Additional coverage also
- > discusses the prevalence of hidden sugars in everyday foods.

>

- > Also
- > reported: [Femmeactuelle.fr](http://Femmeactuelle.fr)

>

> (No KO mention)

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> Authority: 5

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> Shares: 0

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> Readership: c. 28,400

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> Action: FYI

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> Soft Drinks and Health

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> Coca-Cola Life (Germany)

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> Badische-zeitung.de –  
'Ist grüne Coke gesünder?', 24.06.15  
>  
> By  
> Claudia Fäßler  
>  
>  
>  
  
> Discusses Coca-Cola Life, noting that even  
> though the drink is partly  
sweetened with stevia, has a lower calorie content  
> than regular Coke and is  
marketed as a healthier alternative, it still contains  
> more sugar in a  
half-litre bottle than the daily limit recommended by the World  
> Health  
Organization. A nutritionist is cited as commenting that Coca-Cola Life  
> is  
still a "sugar bomb" despite its lower sugar content.  
>  
> (KO mention:  
>  
Coca-Cola Life)  
>  
> Authority: N/A  
>  
> Shares: 0  
>  
> Readership: c.  
>  
19,100  
>  
> Action: Germany PAC team to monitor  
>  
>  
>  
> Fizzy  
>  
Drinks and Health (Spain, Ireland, Denmark, UK)  
>  
>  
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>  
>

Eleconomista.es – ‘La erosión dental aumenta en verano por el consumo de

>

bebidas azucaradas y la exposición al cloro’, 24.06.15

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Reports on factors that can negatively impact dental health during the summer

>

months, including consumption of carbonated soft drinks and other products with

> high sugar content such as ice-cream. It is claimed that these products increase

> the risk of dental cavities. An Irish publication reports that despite the

> alleged health benefits of smoothies, they may also have a detrimental effect to

> human health. Celebrity dentist, Dr Uchenna Okoye is quoted as arguing that

> fructose found in most fruit damages tooth enamel, which in turn leads to decay.

> A Danish source comments on the negative effect of phosphoric acid contained in

> cola drinks does to calcium in bones. A UK publication quotes Professor Colin

> Hill, a microbiologist at University

College Cork in Ireland, as stating that

> “no intervention will overcome someone drinking lots of fizzy drinks.”

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> Also reported:

Diariosigloxxi.com, Larazon.es, Her.ie, Samvirke.dk,

> Dailymail.co.uk

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>

(No KO mention)

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> Authority: 4

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> Shares: 3

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> Readership: c.

126,000



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> Action: Local PAC teams to monitor

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Methodology

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> Authority – Authority score is provided by

>

Sysomos. Each data source is assigned a score between 0 (lowest) – 10 (highest).

> Authority is measured using a number of factors including in-link count and

> reach for traditional media and in-link count, comments, reach and bookmarks for

> blogs. Where a specific source is retrieved using another

platform 'N/A' will be

> assigned.

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> Shares - This data is taken

from the publication

> itself, and includes the number of shares across platforms. Shares include

> recommendations on Facebook and Twitter and comments on the article in question.

> When this information is not provided,

'N/A' is shown. The type of shares will

> be broken down by platform when the

total sum is greater than 10.

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> Readership – Readership gives

an indication of the size of audience reached

> and is based on a unique

visitors estimate by Siteworthtraffic.com, which uses

> data by web analysis

platform Alexa.

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