



WARNING TO VOTERS:
BEWARE
 OF BIG SODA'S FALSE LANGUAGE CALLING
PROPOSITION V A "GROCERY TAX."
 California courts have declared it
 is a tax on soda, not groceries.*
*(Case No. RG16-829360, California Superior Court)



SAN FRANCISCO WINS

BY VOTING YES ON PROP V

Proposition V would ensure that the distributors of sugary beverages help pay for the costs they impose on all of us. Prop V makes funds available for programs that address the health problems that soda causes, so we can start fighting back against diabetes and obesity.

"SODA TAX LINKED TO DROP IN SUGARY BEVERAGE DRINKING IN BERKELEY"
 Berkeley News, 8/23/16

"BAY AREA VOTERS SHOULD APPROVE SODA TAXES"
 San Francisco Chronicle, 9/03/16

ENDORSED BY



STAND UP TO BIG SODA!
 REMEMBER TO MAIL IN YOUR BALLOT EARLY
OR VOTE NOVEMBER 8TH!

VOTE YES ON V
 SAN FRANCISCO SODA TAX
SF.TheSodaTax.com

The Truth About Big Soda



VOTE YES ON V
 THE SAN FRANCISCO SODA TAX

Paid for by Yes on Proposition V, San Franciscans United to Reduce Diabetes in Children by Imposing a 1 Cent Per Ounce Tax on the Distribution of Sugary Drinks with Major Funding by Michael R. Bloomberg and Action Now Initiative. Financial disclosures available at sfethics.org.

BIG SODA'S EXTRA LARGE PROFITS COME AT OUR EXPENSE.

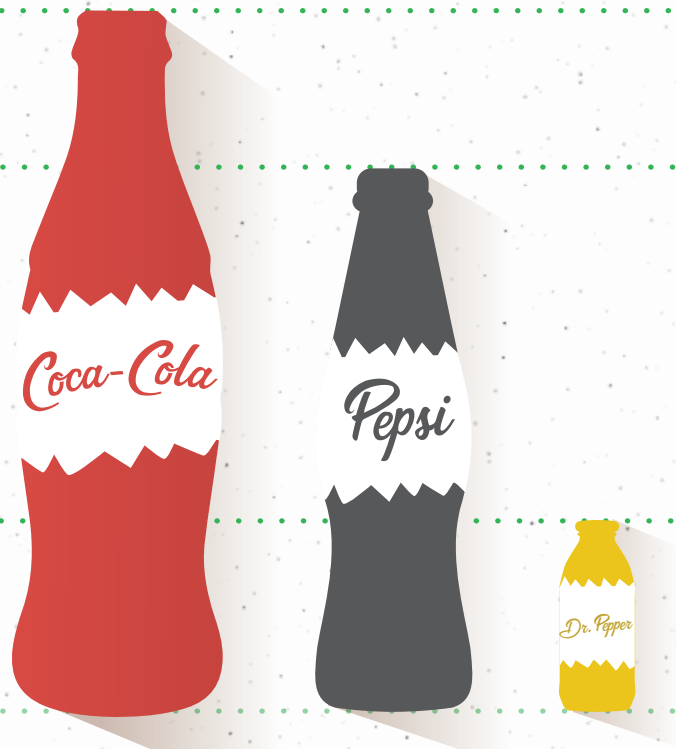
AND THE CONSEQUENCES ARE EXTRA LARGE.

2015 NET INCOME:

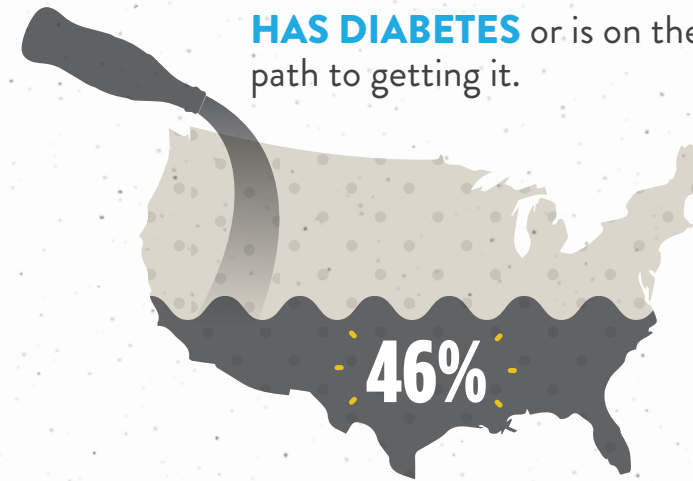
COCA COLA:
\$7.4 BILLION
PEPSI:
\$5.5 BILLION

DR. PEPPER SNAPPLE:
\$764 MILLION

\$0



46% OF THE POPULATION HAS DIABETES or is on the path to getting it.



1 IN 3 THREE CHILDREN WILL DEVELOP DIABETES DURING THEIR LIFETIMES, and 1 in 2 Latinos and African-Americans.



MEANWHILE, SAN FRANCISCO TAXPAYERS PAY THE BILL for the rising costs of treating patients with health problems caused by soda consumption.



San Francisco Chronicle
October 25, 2016
"Record spending by soda industry to defeat Prop. V"

VOTE YES ON V
THE SAN FRANCISCO SODA TAX