



CITY OF BOSTON • MASSACHUSETTS

OFFICE OF THE MAYOR  
THOMAS M. MENINO

**EXECUTIVE ORDER  
OF  
MAYOR THOMAS M. MENINO**

An Order Relative to Healthy Beverage Options

**Whereas**, healthy eating is a key factor to reducing obesity, which is a predictor of heart disease, diabetes, cancer, and other preventable chronic diseases;

**Whereas**, sugar-sweetened beverages are the largest source of added sugar in American diets, accounting for approximately 10% of total calories consumed;

**Whereas**, in 2008, 23% of adult Boston residents were obese, with Black residents experiencing nearly double the rates of obesity compared to White residents;

**Whereas**, sugar-sweetened beverage consumption has been linked to increased risk of dental cavities and tooth decay;

**Whereas**, the food and beverage industry annually spends a total of more than \$9.6 billion on marketing in the United States, over \$3 billion of which is dedicated to marketing carbonated beverages;

**Whereas**, the City of Boston has been a national leader in promoting healthy eating and active living and making healthy food options affordable to all Bostonians;

**Whereas**, in 2004, the City of Boston and the Boston School Committee implemented a healthy beverage and snack policy for school vending machines and a la carte foods;

**Whereas**, the City of Boston should serve as an example to other local and national institutions and use its purchasing power to make healthy eating a priority;

**Whereas**, healthy beverages should be conveniently accessible to City employees and constituents in order to advance the City's objective of making Boston the healthiest city in the country;

**NOW, THEREFORE**, pursuant to the authority vested in me as chief executive officer of the City of Boston by St. 1948, c. 452, § 11, and every other power hereto enabling, I hereby order and direct as follows:

1. City of Boston departments shall adhere to the City's Healthy Options Beverage Standards in all vending machine services, City-managed food or beverage services programs, contracted food or

beverage services, food or beverage procurement, leases and other agreements for food or beverage concessions in or around City-owned buildings;

2. Beginning six months after this order takes effect, transition to healthy beverages shall be made upon the renewal or renegotiation of contracts, and shall be incorporated into all relevant requests for proposals and other bidding or procurement processes. In the interim period before the renewal of contracts or agreements, relevant City departments are encouraged to transition to a product mix that reflects the Healthy Options Beverage Standards, to the extent possible under existing contracts. In the absence of any binding contract or agreement, change of product mix to comply with the Healthy Options Beverage Standards shall be implemented within 6 months after this order takes effect;
3. Within 30 days, the City shall establish a Healthy Options Coordinating Committee, under the leadership of the Executive Director of the Boston Public Health Commission, that shall include representatives of relevant City departments, to coordinate implementation of this executive order;
4. The Healthy Options Coordinating Committee shall review the findings of an assessment and inventory of beverage points of purchase and distribution subject to the Healthy Options Beverage Standards, including an analysis of existing contracts and policies, the results of which will be distributed to City departments along with other resources to assist with the implementation of this order;
5. The Healthy Options Coordinating Committee, under the leadership of the Executive Director of the Boston Public Health Commission, shall review the Healthy Options Beverage Standards periodically, but at least once every three years from the date of implementation. Such review shall take into consideration the progress of implementation and ensure that the Healthy Options Beverage Standards continue to meet or exceed current dietary recommendations based upon the latest scientific evidence and shall include consideration of standards for healthy snacks and foods;
6. Promotional space on vending machines (*e.g.*, sides, front graphic panel, etc.) including but not limited to the language and graphics, and other City-owned property or City-managed public events shall not be used to promote products unless they qualify as Healthy Options Beverages as defined by this order.



Thomas M. Menino  
Mayor of Boston

Dated:

7-7-11

## **City of Boston Healthy Options Beverage Standards**

Pursuant to Mayor Thomas M. Menino's Executive Order Relative to Healthy Beverage Options, the Boston Public Health Commission has established the following Healthy Options Beverage Standards. These Healthy Options Beverage Standards have been developed to help ensure that City government provides a model for promoting healthy workplace environments and advance the Mayor's overall agenda to make Boston healthier city. The following shall constitute the Healthy Options Beverage Standards:

- a. No calorically-sweetened cold beverages including, but not limited to, non-diet sodas, calorically sweetened energy drinks and sports drinks, pre-sweetened tea and coffee drinks, juice with added sugars, and sweetened water products shall be sold or distributed unless said beverages contain less than or equal to one gram of sugar per fluid ounce.
- b. Fruit and/or vegetable-based beverages sold or distributed shall be composed of no less than 100 percent juice. Where possible, fruit and/or vegetable-based beverage offerings shall not exceed 8 ounces or 150 calories and shall be no salt or low-sodium varieties.
- c. Milk, soy milk and other milk substitute offerings shall be limited to 1% or skim milk, shall not exceed 12 ounces in volume, and shall contain no more than 25 grams of total sugars per 8 ounce serving.
- d. Diet or other non-calorically sweetened beverages shall comprise no more than one-third of the total beverage offerings.

The City and its agents will comply with these standards. An Order Relative to Healthy Beverage Options is applicable to all vending machine services, City-managed food or beverage services programs, contracted food or beverage services, food or beverage procurement, leases and other agreements for food or beverage concessions in or around City-owned buildings. City staff, contractors and vendors shall review the Order and Standards and may request additional information and training as needed. This policy will be reviewed periodically, but at least once every three years from the date of implementation.