



1. On average, how many pounds of added sugar does the average Americans eat in a month?
- a. One pound
 - b. **5 pounds**
 - c. 10 pounds

2. From 2017 to 2021, advertising for sugary drinks increased by almost ____ %.
- a. 20%
 - b. 40%
 - c. **50%**
 - d. 70%

3. African American kids see _____ ads for sugary drinks than their white peers.
- a. About the same amount, sugary drink companies target white and black youth the same.
 - b. **Twice as many**

4. **TRUE** or False: In 2018, Pepsi spent over \$35 Million advertising on Spanish-language TV, especially targeting Latinos.

TRUE: In 2018, Pepsi spent \$37.5M in Spanish language TV advertising, upping their spending 121% from 2013.

5. How much money did Beyoncé make for her contract with Pepsi?
- a. Nothing, she did it for free because she loves Pepsi.
 - b. **\$50 million. (Beyoncé reportedly does not feed her daughter refined sugars and also promoted Michelle Obama's Let's Move campaign in 2011.)**
 - c. \$1 Billion

6. **TRUE** or FALSE: The sugary drinks marketing industry studies how your brain responds to color, music, and other stimuli.

TRUE: This is called neuromarketing – neuroscience applied to marketing. For example: blue colors elicit calm, while yellow and red promote hunger and anxiety. That's why many fast-food places like McDonalds use these colors in their logos.