



1. On average, Americans eat about _____ pounds of added sugar in a year?
 - a. 5 lbs
 - b. 33 lbs
 - c. **66 lbs**
2. True or **FALSE**: In 2013, beverage companies spent \$1 million to advertise sugary drinks and energy drinks. **FALSE: In 2013, they spent \$866 MILLION on advertising.**
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 2013, Pepsi spent over \$16 Million advertising and Spanish-language TV—especially targeting Latinos.
5. True or **FALSE**: Coca-Cola placed \$10K in ads for products or promotions on children's web sites, despite promises they would not advertise to children.
FALSE: Coca-Cola placed \$38 Million in ads on children's websites.

BONUS: Beyoncé made \$_____ 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