Sugar: less is more

A wide range of foods contain sugar. In the nutritional information, this is indicated with “of which sugar”, which can refer to:

**Natural sugar**
Fruit and milk contain natural sugars (fructose and lactose).

**Added sugar**
In processed foods, sugar is often added, for example in the form of sucrose (household sugar), glucose, fructose, honey or syrup.

Too much added sugar causes tooth decay and can contribute to overweight.
In Switzerland we consume too much added sugar.

### Maximum recommended intake for:

<table>
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<tr>
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<th>Adults: max. 50 g of added sugar per day</th>
<th>Children: max. 30 g of added sugar per day</th>
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<tbody>
<tr>
<td>12.5 sugar cubes</td>
<td>7.5 sugar cubes</td>
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### Example of 28 g of added sugar in a day*

- One 180 g pot of fruit yoghurt
- 50 g of crunchy muesli

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**Good to know**

Fruit juices and juice drinks contain a lot of added sugar*, for example:

- 200 ml of fruit juice drink

Ready-made sauce and spreads often contain a lot of added sugar*, for example:

- One 20 g serving of ketchup
- One 15 g tablespoon of jam

Natural sweeteners contain just as many calories and are an equal cause of tooth decay as granulated sugar, for example:

- Cane sugar
- Honey
- Concentrated pear juice
- Agave, date or maple syrup

Artificial sweeteners and sugar substitutes are not recommended as an alternative to sugar. They get us used to the taste of sugar, among other things.

- Artificial sweeteners e.g. aspartame, cyclamate, saccharin
- Sugar substitutes e.g. isomalt, sorbitol, xylitol

**Exception**
Products with the “tooth-friendly” label, occasionally.

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* The amounts indicated are average values.
How to reduce your daily sugar intake

**Tip 1**

Replace sweetened drinks with sugar-free drinks:

- 200 ml of soft drink
  
  Alternative: Tap water* or mineral water
  No sugar

- 200 ml of iced tea
  
  Alternative: Unsweetened fruit or herbal tea
  No sugar

* Tap water in Switzerland tastes good and is perfectly hygienic.

**Tip 2**

Replace sugar-rich foods with foods that contain only natural sugars:

- One 180 g pot of fruit yoghurt
  
  Alternative: 100 g of natural yoghurt with 50 g of fruit mixed in

- 50 g crunchy muesli
  
  Alternative: 40 g of plain cereal with 1 tablespoon of ground nuts and 50 g of fresh fruit mixed in

**Tip 3**

Dilute fruit juices with water:

- 200 ml of pure fruit juice
  
  Alternative: 200 ml of homemade fruit juice spritzer (ratio ⅓ juice, ⅔ water)

**Tip 4**

Do it yourself:

- Cook and bake with fresh ingredients that are as unprocessed as possible.
- Reduce the amount of sugar used in recipes.
- Enjoy with all your senses.

When buying cane sugar or sugar alternatives such as honey, maple syrup or agave syrup, focus on quality, origin, sustainable cultivation techniques and social responsibility.

**Tip 5**

Enjoy sweets occasionally and in moderation, for example:

- a few squares of chocolate or
  about 10 gummy bears or
  1 milk slice

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