The Hudson Institute, a nonpartisan policy research organization, recently evaluated the sales of lower calorie foods made by 16 food and beverage company members of the Healthy Weight Commitment Foundation (HWCF). Funded by the HWCF, the study examined sales from 2007 to 2011 and demonstrated that selling more lower calorie foods and beverages is just good business.
Lower-calorie products drove 82 percent of the sales growth among the HWCF member food and beverage companies studied, over four times the rate of higher-calorie products.

Lower-calorie sales increased by over $1.25 billion, compared to less than $300 million for higher-calorie products.

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