



Your Wallet. Your Health. Your Freedom. **Your Choice.**

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Today's economy is already tough on families. But now, politicians in DC and statehouses around the country are trying to restrict what some families and veterans can and cannot buy at the grocery store. We don't need the government deciding what goes in our grocery carts or is best for our own families in the name of "reform."

It's time to stand up for our freedoms and protect America's choices in the checkout line. America's families and veterans deserve to choose the food and beverage options that fit their budget and lifestyle.

Americans for Food and Beverage Choice (AFBC) is working with people like you to [protect consumer choice](#) by uniting against excessive taxes, regulations and restrictions.

**We help you cut through the noise and
check the facts about the issues that
matter to you:**



**Protecting the choices you make to support what's best
for you and your family.**

government bureaucrats telling them what they can and cannot do.



Protecting the choices that support your health.

Beverages are not driving rates of obesity – singling them out distracts from real solutions to health challenges. Thanks to the innovation of America's beverage companies, Americans have access to clear information and more than 400 beverage choices without sugar or calories. And it's working. Today, nearly 60% of beverages Americans buy have zero sugar or calories. Expanding—not restricting choice—makes it easier for Americans who are trying to live a more balanced lifestyle.



Protecting the choices you make to avoid government overreach.

Allowing the government to dictate what people can put in their grocery carts puts us on a slippery slope of government intrusion into our daily lives. It also opens the door to diet decisions based on political interests. Individual families should decide what goes in their carts.

There are better ways than unhelpful restrictions to address budget priorities and improve public health.

Become an advocate – and get started today.

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