

The benefit of the sugar tax is that it will restrain consumers from buying sugar products that can cause obesity to some people and high blood pressure therefore issuing sugar tax to business it will give consumers an incentive to buying healthier alternatives that can help them have a healthier dietary plan. This can mean that Tesco could be selling healthier options with affordable prices that can attract more customers buying and avoiding the food with high sugars in them. Another benefit of the sugar tax is it will mean an increase in quality of life as the government will be saving money for cures to obesity in related to various other diseases. As high sugar can affect people's health it can mean them suffering from diseases that some are not curable and can have an effect on the life therefore sugar taxes can be a good thing to many individuals. For example Tesco are already starting to commit to the sugar tax with their fizzy drink in all their stores although this can mean that they may be losing out on customers because those drinks are children's favourites and this includes Capri Sun, Ribena and Rubicon. On the hand it can mean beneficial to the business as parents for example want their children to be eating healthy and cutting down a sugar therefore they will be getting the encouragement from them and they will be pleased that a big brand such as Tesco are doing this. Tesco want to ensure that they are meeting all their consumers' needs and wants even though this may have an effect of them as it can be seen as the business not meeting everyone need such as of those who buy those drinks that contain most sugars. But if they are making improvements on the healthiness of its own label range and they do ensure that they cut down the prices this will attract consumers to be buying those healthy food.

Tesco to ban children's sugary drinks from its stores

Supermarket giant Tesco has revealed plans to axe added-sugar drinks, which they say is a bid to stem rates of childhood obesity



Sugary drinks Photo: ANTHONY DELVIN

By Olivia Williamson
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Comments

Tesco has revealed plans to axe drinks with added sugar from their stores in the hope that it will cut down on childhood obesity.

The disadvantages of this is it will provide pressure on Tesco as with sugar there are mostly included in junk food things such as burgers, sweets etc. However from the government charging sugar tax what will they do about products such as cheese? Where it is full of fat content which makes it highly dangerous to people's health but is only when it is consumed in large quantities. Therefore for the government issuing sugar tax what will they do about these types of products where they are mostly made with high fat? Will they get rid of it completely which can impact consumer purchases as cheese is very popular it will consumers will not be pleased with this. Or will they reduce the amount of fat in them which can change the product completely and will still reduce the amount of consumer buying it. Another disadvantages of the sugar tax is it will affect the low income families in the UK for instance if Tesco were to reduce all the junk food due to the sugar tax it will mean that for those families all they will be able to afford is the junk food. But taxing the junk food will cause severe money problems to those low income families which is all they may be able to afford.

Social – Tesco

Tesco and Sainsbury's have included more halal offerings to target those who do not eat pork food and other food that is not halal. They have included new branded meat which they offer fresh halal burgers and sausages that those people who would normally buy halal meat from other places can buy it at Tesco or Sainsbury's. The brand they have included is called Shazans and it has been built in around 250 Tesco stores and 130 Sainsbury's stores. <http://www.thegrocer.co.uk/buying-and-supplying/categories/fresh/tesco-and-sainsburys-to-boost-halal-offerings/356556.article>