**Coca-Cola banned from claiming its Vitaminwater brand is 'nutritious'**

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Advertising watchdog upholds complaints that the product actually contains 23g of sugar

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Wed 19 Jan 2011 07.37 GMT

[11](https://www.theguardian.com/media/2011/jan/19/coca-cola-vitaminwater-advertising" \l "comments)

The advertising watchdog has banned [Coca-Cola](https://www.theguardian.com/business/cocacola) from claiming its Vitaminwater brand is "nutritious", after upholding complaints that the product actually contained 23g of sugar.

Vitaminwater, which is owned by Coca-Cola, ran a poster campaign with the line "enhanced hydration for the nation – delicious and nutritious".

The [Advertising Standards Authority](https://www.theguardian.com/media/asa) received three complaints that the nutritional claim was misleading because the drink contained a large amount of sugar.

Coca-Cola admitted that the 500ml drink contained 23g of sugar – the equivalent to four or five teaspoons of sugar – but argued that it could be described as nutritious because it contained "meaningful quantities" of other nutrients including vitamin C and four B vitamins.

The ASA noted that on the basis of a 100ml serving the amount of sugar was "relatively low" compared with some other drinks.

However, it was sold in a 500ml size – containing more than a quarter of the recommended daily intake of sugar – which consumers would consider to be a single serving.

"We considered that consumers would understand the word 'nutritious' in the context of the ad as a claim that Vitaminwater contained added ingredients that were needed by the body in order to stay healthy," the ASA said. "However, we considered that they would not expect a 'nutritious' drink to have the equivalent of four or five teaspoons of added sugar."

The ASA said the use of the word nutritious was misleading and banned the ad.