



# We're saying NO to a grocery tax in Philadelphia.

## Here's why:

### The Philly grocery tax would be expensive. Really expensive.

Government bureaucrats think 3¢ per ounce is no big deal. This is how that 3¢ could break down at your local grocery store:

#### SAMPLE PRICES:

##### 20-Can Family Pack (12-oz. cans)

\$5.99 (current price)  
+ \$7.20 (additional tax)  

---

= **\$13.19**

##### 2-Liter Bottle (68 oz.)

\$1.79 (current price)  
+ \$2.04 (additional tax)  

---

= **\$3.83**

##### 12 Pack (12-oz. cans)

\$3.99 (current price)  
+ \$4.32 (additional tax)  

---

= **\$8.31**

As you can see, simple grocery items could more than double in cost, and that's just more than our grocery budgets can handle.

### Philadelphia families shouldn't have to shoulder this.

Make no mistake, **this is nothing more than a grocery tax**. This discriminatory tax could ultimately fall on Philly businesses and consumers, who'd pay for the tax through higher grocery prices.

### Our small businesses can't afford it.

Higher taxes could really increase the prices on groceries like soda, juice drinks, sports drinks and teas. **This price spike would drive customers away from Philadelphia businesses** – like corner stores and bodegas – into surrounding areas. This would be a big hit to grocery and convenience store owners and their employees.

### The city's new debts and spending cannot be paid on the back of an unreliable tax.

We keep hearing that the reason for this tax proposal is to "raise revenue for the city."

What the politicians don't tell you is that revenue from the tax is going to be used to pay down a \$300 million bond for NEW debts that would be paid back by you through this grocery tax.

Isn't it time the politicians worked within their means instead of adding hundreds of millions in new taxes and debt? This tax is an unreliable way to pay for new programs, putting them in jeopardy of failing before they even start.

### Enough is enough.

Philadelphians pay some of the highest taxes in the country — from outdoor advertising to parking, wages, property tax, business, income, and increased utility tax. This is a failed proposal that has been rejected by the city council before.

### GET INVOLVED: VISIT [NOPHILLYGROCERYTAX.COM](http://NOPHILLYGROCERYTAX.COM) AND JOIN THE COALITION.

Sign the petition. Send an email to the city council and the mayor. Tell your friends and family about the impact of this proposed beverage tax – and ask them to sign up, too!

**NoPhillyGroceryTax.com**



NoPhillyGroceryTax



@NoPhillyTax

Paid for by the American Beverage Association, a member of Philadelphians Against the Grocery Tax



# Frequently Asked Questions

## How much is this beverage tax going to cost me?

Government bureaucrats think 3¢ per ounce is no big deal, but Philly families working on a tight weekly grocery budget would disagree.

This is how that 3¢ would break down at your local grocery store: A 12-pack of 12-ounce soda cans could cost an extra \$4.32, a 2-liter (68-oz.) bottle of soda could set you back an extra \$2.04, a 10-pack of 6-oz. juice boxes could add \$1.80 to your grocery bill and a 16-oz. cup of soda at a restaurant could cost 48¢ more.

In many cases, **simple grocery items would DOUBLE in cost.** That's just more than our budgets can handle.

## Which beverages would be affected by this tax?

The proposal states that this tax would apply to "beverages with sugar" – that could translate to hundreds of beverages like sodas, juice drinks, teas, and sports drinks.

## What's the exact breakdown of the tax?

Under this proposal, sugar-sweetened beverages would be taxed at 3¢ an ounce starting on January 1, 2017. That means that some beverage prices could double – so whether you're picking your weekly groceries, eating out with your family, or grabbing a beverage at the local convenience store, you'd likely feel the impact of this tax.

## Who's going to pay for the tax?

Make no mistake, **this is nothing more than a grocery tax.** This tax could drastically impact small businesses and consumers, who might see a large spike in grocery prices.

## Who will this really harm?

This regressive tax stands to hurt Philadelphia's lower-income families and small businesses the most, burdening them with higher costs even though they are still struggling to emerge from the recession. It could also hurt retailers and restaurants, which are likely to lose sales and customers. It's a slippery slope – this discriminatory tax is singling out beverages. Which grocery items are next?

## Where is the money going?

We keep hearing that the reason for this tax proposal is to "raise revenue for the city."

What the politicians don't tell you is that revenue from the tax is going to be used to pay down a \$300 million bond for NEW debts that would be paid back by you through this grocery tax.

Isn't it time the politicians worked within their means instead of adding hundreds of millions in new taxes and debt? This tax is an unreliable way to pay for new programs, putting them in jeopardy of failing before they even start.

## What kind of impact would this tax have on beverage sales in Philadelphia?

Higher taxes could really increase the prices on groceries like soda, juice drinks, sports drinks and teas. **This price spike would drive customers away from Philadelphia businesses** – like corner stores and bodegas – into surrounding areas. This would be a big hit to grocery and convenience store owners and their employees.



# Frequently Asked Questions

## Is this type of tax applied anywhere else?

Yes, the city of Berkeley, CA implemented a similar tax and subsequently saw an increase in red tape and bureaucracy, losing grocery revenue as working families chose to travel to neighboring cities for their beverage purchases.

## What can I do to stop the beverage tax?

Get involved! Visit [NoPhillyGroceryTax.com](http://NoPhillyGroceryTax.com) and join the coalition. Sign the petition. Send an email to the city council and the mayor. Tell your friends and family about the impact of this proposed beverage tax – and ask them to sign up, too!