Mexico Debates ’Bloomberg Tax’ on Soft Drinks

October 16, 2013

Mexico is considering a 1 peso (8 cents) per liter tax on soft drinks sold in the country, which recently surpassed the United States as both the most obese nation and highest annual soda consumer in the world, Fox News Latino reports. Tax supporters said the measure would provide nearly $950 million in funding for weight-control efforts across the country, most of which would go toward installing water drinking fountains in schools. However, anti-tax ad campaigns, funded almost entirely by the beverage industry, are comparing the tax to New York City Mayor Bloomberg’s failed citywide ban on large sodas earlier this year. Mexico’s main television networks are now refusing to run pro-tax ads. Bloomberg Philanthropies recently donated nearly $10 million to support taxes on sugary drinks worldwide, but it has refused to say how much, if any, of the money went toward advertisements in Mexico.

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