

## **Tax Talk: Sugar-Sweetened Beverage Tax** <sup>[1]</sup>

March 24, 2025

We've recently received new questions about the Sugar Sweetened Beverage Product Distribution Tax in Boulder. Should CU be exempt from it?

This is an excise tax that can be passed on from distributors to retailers (including the University) of qualifying beverages.

If you're interested, there is detailed information here:

<https://bouldercolorado.gov/services/sugar-sweetened-beverage-tax#:~:tex...> <sup>[2]</sup>.

Additional questions? Reach out to the OUC's Financial Services & Solutions help team at [FSS@cu.edu](mailto:FSS@cu.edu) <sup>[3]</sup>.

*And don't forget: Our Coffee Card giveaway contest continues throughout this month! To enter your name in the drawing, just submit your tax-related question or feedback using the form at the bottom of the [Tax-Exempt Information](#) <sup>[4]</sup> webpage.*

We'll draw one webform submission from each campus and send a \$5.00 electronic gift card to five lucky tax-conscious individuals!

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**Source URL:**<https://www.cu.edu/controller/news/office-university-controller-news/march-24-2025-edition/tax-talk-sugar-sweetened>

### **Links**

[1] <https://www.cu.edu/controller/news/office-university-controller-news/march-24-2025-edition/tax-talk-sugar-sweetened>

[2] <https://bouldercolorado.gov/services/sugar-sweetened-beverage-tax#:~:text=What%20is%20the%20tax%20rate,liquid%20sugar%2Dsweetened%20beverage%20products>

[3] <mailto:FSS@cu.edu> [4] <https://www.cu.edu/controller/tax/tax-exempt-information>