

*9 January 2014*

### **UNESDA statement on Caffeine and Energy Drinks**

Energy drinks typically contain 80mg of caffeine - equivalent to an espresso coffee. A mug of coffee typically contains 100mg of caffeine and a mug of tea contains 75mg.

Caffeine is one of the most thoroughly tested ingredients and is considered safe by food authorities worldwide. It is enjoyed by millions of people worldwide every day.

EU law requires all drinks containing over 150mg/l of caffeine to display “high caffeine” on-pack together with the caffeine content, so that consumers can make informed purchases.

UNESDA members adhere to a voluntary Code for the Labelling and Marketing of Energy Drinks which includes the placement of an advisory statement such as “consume moderately” on pack. They do not market to children under 12 years or make claims on the consumption of alcohol together with energy drinks.

Like all food and drink, energy drinks should be consumed responsibly as part of a balanced diet.

*Ends*