

BSDA Code of Practice for High Caffeine Content Soft Drinks

This Code of Practice relates to the labelling and promotion of high caffeine content soft drinks.

These drinks are defined by Commission Directive 2002/67/EC of 18 July 2002 on the labelling of foodstuffs containing quinine and foodstuffs containing caffeine which requires that beverages containing, from whatever source, in an amount in excess of 150mg/l must carry the message “High Caffeine Content” on the label in the same field of vision as the product name and must be followed by the caffeine content expressed in mg/100ml.

This Code accordingly relates to soft drinks containing more than 150mg/l caffeine which are required to declare “High Caffeine Content”.

This Code recommends additional advice on product labels. The wording should include:

“Not suitable for children, pregnant women and persons sensitive to caffeine”

This advice should appear prominently on product labelling and on company websites where the product is featured.

In addition, such drinks should not be advertised, marketed or promoted to those under the age of 16.

Due responsibility should be exercised if high caffeine containing soft drinks are linked with the consumption of alcohol. In such situations, the relevant rules set out in the BCAP and CAP Codes for the advertising of alcohol should be respected as appropriate.

Appendix

References and Links

- FSA advice to pregnant women: <http://www.food.gov.uk/news/pressreleases/2008/nov/caffeineadvice>
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- BCAP and CAP Codes: <http://www.asa.org.uk/cap/codes/>

April 2010