

Energy Drinks

FACT SHEET

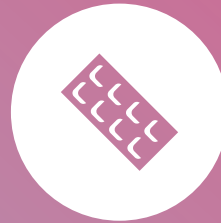


Did you know?

Energy drinks are made up of ingredients such as glucose, caffeine or taurine, which are commonly found in everyday foods.



fruits = glucose



chocolate = caffeine



seafood = taurine



Tip: It is important to keep track of what (and how much of something) you put into your body.



Recommendation: children and adolescents should only have a daily caffeine intake of 3 mg per kg of body weight.

What have industry done?

Whilst caffeine and energy drinks have been deemed safe by health authorities around the world, it is recommended that children consume caffeine from all sources in moderation, due to their lower body weight.

We believe that we all have a role to play in helping to educate young consumers on diets, which is why we voluntarily introduced a Code of Practice to help you make a more informed choice.

[View Code of Practice](#)

How does this impact me?

Always read the label carefully. Energy drinks with a caffeine content over 150mg/l will have an advisory note - "Not recommended to children".

No drinks with added sugar are allowed to be sold in schools.

Energy drink companies have committed to not undertake any commercial activity in primary or secondary schools. In addition to this we do not target children under the age of 16 with any kind of marketing communication.

[View School Food Plan](#)

What can I do?

Make an informed choice for yourself and for children under your care.

Energy drink companies voluntarily adhere to a set of guidelines around responsible marketing and advertising to under 16s. If you see any promotional activity that does not fit our criteria please inform our team.

[Email British Soft Drinks](#)

Spread the word! We all have a role to play in educating others on diet choices.