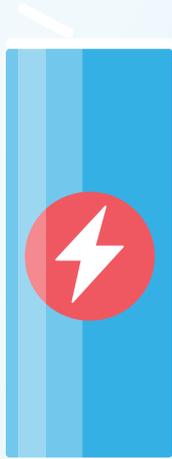


# Energy Drinks:

## An industry commitment

**The Australian Beverages Council Limited (ABCL) – the peak body for the non-alcoholic beverages industry – is committed to the responsible sale and promotion of energy drinks in Australia.**



**All of our members involved in the manufacture or distribution of energy drinks have voluntarily agreed to:**

- ✓ not direct any marketing and advertising activities at children;
- ✓ not sell energy drinks in primary or secondary schools;
- ✓ not promote excessive consumption;
- ✓ not market energy drinks as only providing hydration;
- ✓ not use labelling to promote the mixing of energy drinks with alcoholic beverages;
- ✓ not manufacture or sell energy shots;
- ✓ provide consumers with up-to-date information about energy drinks on the ABCL website.

## How does caffeine content stack up?

Comparison of caffeine in beverages (per 250ml)

### ENERGY DRINK REGULATIONS

Australia has some of the most stringent regulations on energy drinks in the world. Energy drinks fall under general food law and must comply with Standard 2.6.4: Formulated Caffeinated Beverages (FCBs) under the Australia and New Zealand Food

Standards Code. Standard 2.6.4 states that energy drinks must have no more than 32mg of caffeine per 100ml. This is comparable to the amount of caffeine in a cup of coffee made with one teaspoon of instant powder.

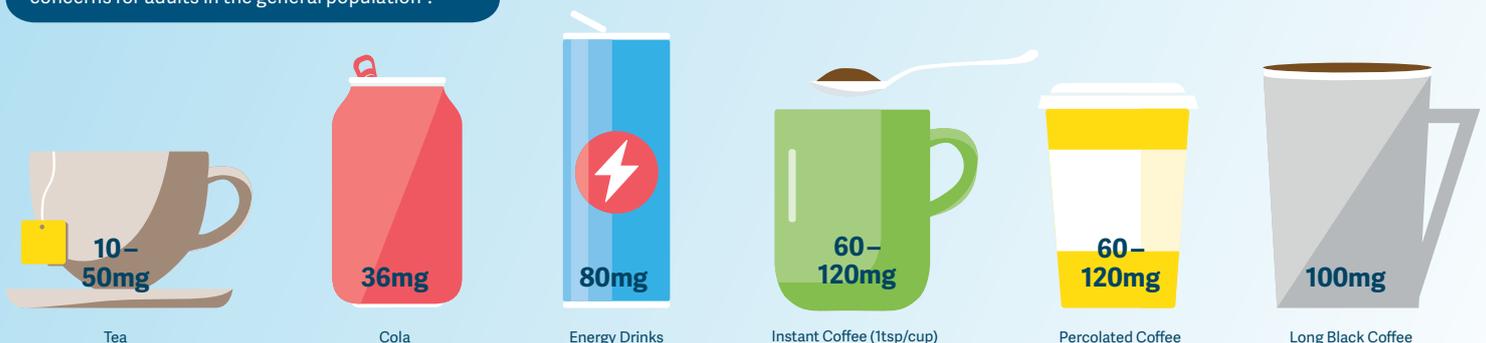
That's not all. Energy drinks must also comply with:

- caffeine labelling requirements,
- recommended daily usage declarations, and
- advisory statements that the product is not suitable for children, pregnant or lactating women.

In addition, energy drink companies are bound by the Competition and Consumer Act 2010 when marketing and promoting their products.

### COMPARISON OF CAFFEINE IN BEVERAGES (PER 250ML) <sup>1,2</sup>

The European Food Safety Authority released a landmark scientific report on caffeine in 2015. It concluded that caffeine intakes from all sources up to 400mg per day do not raise any safety concerns for adults in the general population<sup>3</sup>.



Source: FSANZ (2011)<sup>1</sup>, FSANZ (2015)<sup>2</sup>  
Source: EFSA (2015)<sup>3</sup>

# What's in an energy drink?

Understanding energy drink safety, ingredients and their functions

## ✓ Caffeine

Caffeine is an ingredient contained within foods, such as chocolate, coffee and tea that has been consumed by people for hundreds of years. In small quantities (up to 200mg per day) some people may notice positive effects ranging from increased energy, alertness and concentration.

## ✓ Ginseng

Ginseng has been used for centuries as a medicinal herb and has reputed benefits such as increased energy, anti-fatigue properties, stress relief and memory retention.

## ✓ B Vitamins

B Vitamins are found naturally in the foods we eat such as seafood, seeds and meat. They help the body convert carbohydrates to energy. Any excess of these water-soluble nutrients (B6, B12, niacin, B5) is flushed out of the body.

## ✓ Guarana

Guarana is a source of caffeine that comes from the seeds of a plant native to South America. Amazonians have long used the seeds for heightening alertness and energy levels.

## ✓ Inositol

Inositol is a carbohydrate, which is found in the human body, produced from glucose. Inositol is also contained in a range of natural foodstuffs.

## ✓ Glucuronolactone

Glucuronolactone is a derivative of sugar that occurs naturally in the body, where it is produced in the liver through the metabolism of glucose.

## ✓ Taurine

Taurine is an amino acid that occurs naturally in the human body and is involved in many vital functions. It is also present in foods such as seafood and poultry.



## Energy drinks and children

Some community concerns about energy drinks have focussed on excessive consumption of caffeine by children. This concern is not supported by the facts.

Research commissioned by the Australian Government shows energy drinks constitute a tiny proportion of the total caffeine consumed by children: 1.2 percent

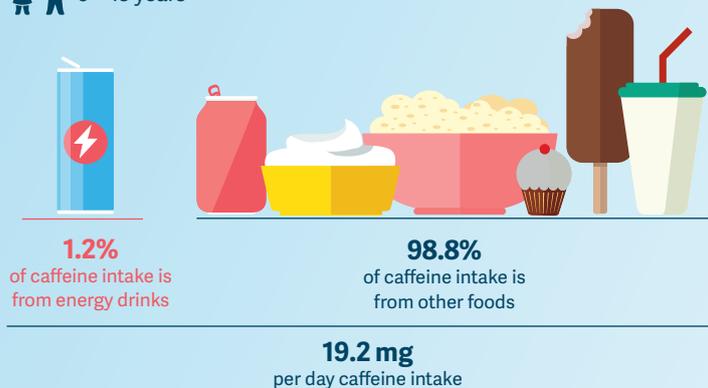
for 9–13 year-olds and 3.8 percent for 14–16 year-olds<sup>4</sup>.

Our members do not sell energy drinks in primary or secondary schools or direct any marketing

and advertising activities at children. These voluntary commitments show we take the health of children and the community seriously.

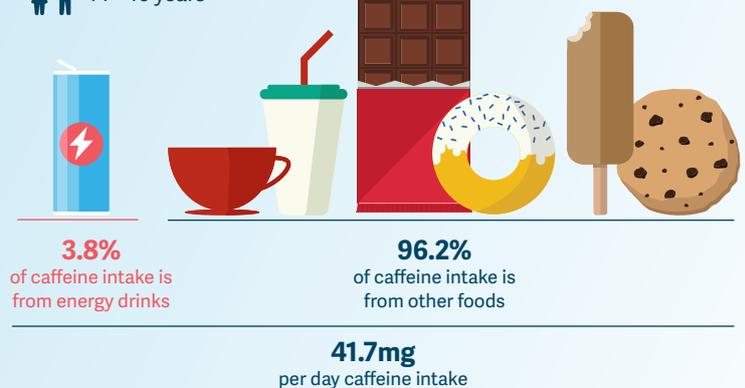
### TOTAL PERCENTAGE OF CAFFEINE INTAKE FROM SELECTED FOOD GROUPS

9 – 13 years



Source: Department of Health and Ageing<sup>4</sup>

14 – 16 years



## Frequently Asked Questions

### WHAT IS AN ENERGY DRINK?

Energy drinks are functional non-alcoholic beverages designed for busy and active people who need a boost to get through their day. Energy drinks contain caffeine and may contain other safe ingredients such as taurine and B vitamins, ginseng and guarana. Energy drinks are popular around the world and can be found in more than 165 countries.

### ARE ENERGY DRINKS SAFE?

Energy drinks are safe. All of the ingredients used in energy drinks are approved for use in Australia by the food regulator, Food Standards Australia and New Zealand.

Energy drinks labels must also contain daily maximum recommendation limits.

### HOW MUCH CAFFEINE DOES AN ENERGY DRINK CONTAIN?

The amount of caffeine in energy drinks is strictly regulated by the Australian Government. Energy drinks can have no more than 32mg of caffeine per 100mL. This means a 250ml serving of an energy drink contains 80mg of caffeine, which is equivalent to the amount of caffeine in a cup of instant coffee (with one teaspoon), and less than half the levels found in a standard espresso. In May 2015, the European Food Safety Authority

released its landmark scientific opinion on caffeine. It concluded that caffeine intakes from all sources up to 400mg per day do not raise any safety concerns for adults in the general population – that's equivalent to five 250ml servings of an energy drink.

### ARE ENERGY DRINKS SUITABLE FOR CHILDREN?

Energy drinks are not recommended for children and this is clearly stated on the label. Although energy drinks contain around the same amount of caffeine as an instant coffee, caffeine is not an ingredient that is advised for children.

### References:

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