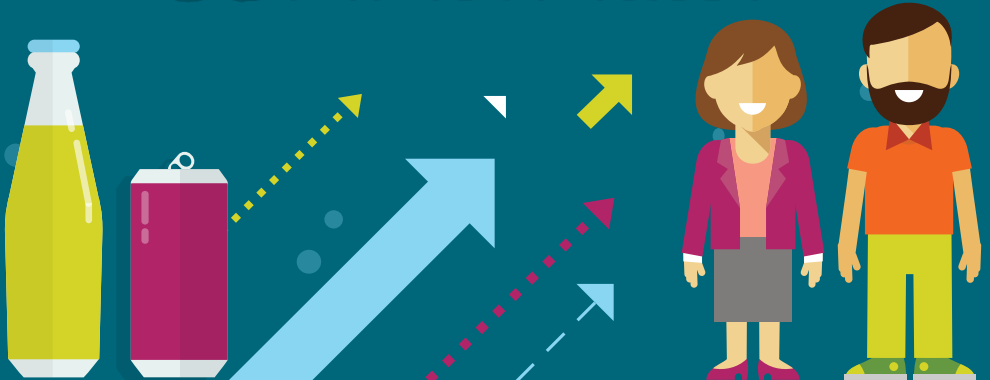




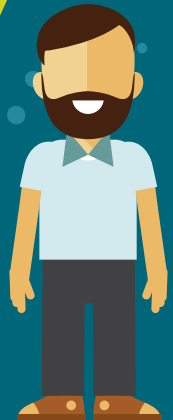
ENERGY DRINKS

AN INDUSTRY COMMITMENT





**The New Zealand
Beverage Council is the
industry association for
New Zealand's non-alcoholic
beverage sector, proudly
representing the manufacturers,
bottlers, suppliers and
brand owners of some of
New Zealand's favourite
drinks.**





Beverage Council members are committed to promoting their products responsibly.

That is why our members who are involved in the manufacture and distribution of energy drinks in New Zealand have agreed to the following commitments:

- ✓ Not direct any marketing activities at children;
- ✓ Not sell energy drinks in primary or secondary schools;
- ✓ Not provide samples of energy drinks to children;
- ✓ Not market energy drinks as only providing hydration;
- ✓ Not promote excessive consumption of energy drinks;
- ✓ Not use labelling to promote the mixing of energy drinks with alcoholic beverages;
- ✓ Provide consumers with the latest information regarding energy drinks on the New Zealand Beverage Council website.




ENERGY DRINK REGULATIONS

“

Energy drinks in New Zealand
are strictly regulated and
must comply with Standard
**2.6.4: Formulated Caffeinated
Beverages**, which is part of
the Australia and New Zealand
Food Standards Code.

”






Standard 2.6.4 states that energy drinks can have no more than 32mg of caffeine per 100ml. This means there is 80mg of caffeine in a 250ml energy drink serving, comparable to the amount of caffeine in a cup of instant coffee.

Energy drinks must also comply with caffeine labelling requirements, recommended daily usage declarations, and include advisory statements that the consumption of energy drinks is not recommended for children, pregnant or lactating women.

Regulators around the world, including in New Zealand and Australia, have researched and confirmed that energy drinks are safe to consume.

This includes the European Food Safety Authority, which released a landmark scientific report on caffeine in 2015. This report concluded that caffeine consumption up to 400mg per day (the equivalent of five 250ml energy drink servings) does not raise any safety concerns for adults in the general population.¹

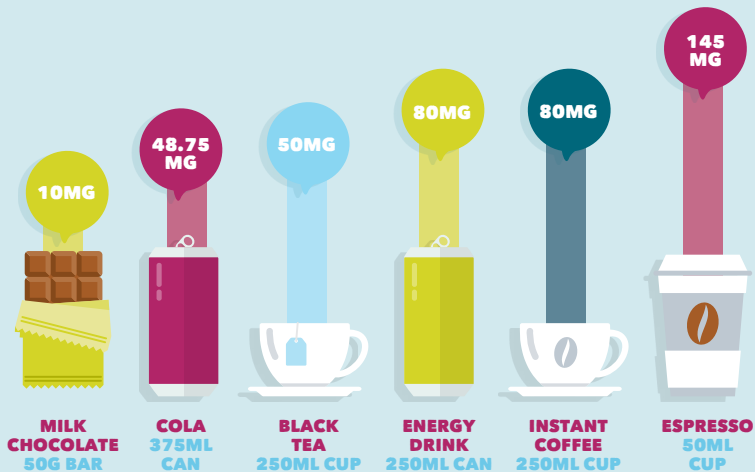
The safety of caffeine has also been supported by Food Standards Australia New Zealand.²



1. Scientific Opinion of the Safety of Caffeine, EFSA Journal 2015; 13(5):4102

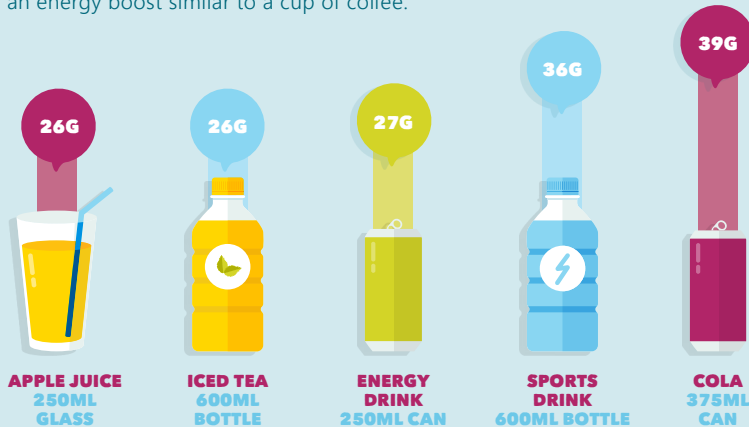
2. <http://www.foodstandards.gov.au/consumer/generalissues/Pages/Caffeine.aspx>

COMPARISON OF CAFFEINE IN FOODS³



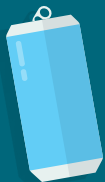
HOW MUCH SUGAR IS IN AN ENERGY DRINK?⁴

Energy drinks come in both regular and sugar-free options. The sugar content in regular options are at similar levels to other sugar-sweetened beverages. When considering the sugar content of energy drinks, it is also important to remember that energy drinks are not intended to be consumed in large quantities or solely for hydration. Instead, they are designed to provide an energy boost similar to a cup of coffee.



WHAT'S IN AN ENERGY DRINK?

Energy drinks are a type of caffeinated non-alcoholic beverage that aim to give you a **boost** during the day. They have been sold for over **30 years** and are available in **170+ countries**.



Typical ingredients in an energy drink may include:

Caffeine, which is an ingredient contained within foods such as chocolate, coffee and tea and has been consumed by people for hundreds of years.

Ginseng, which has been used in traditional Chinese medicine for centuries as a medicinal herb and has reputed benefits such as increased energy, improved memory and stress relief.

B Vitamins that help you convert carbohydrates into energy.

Guarana, a source of caffeine from the seeds of a South American plant.

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

Inositol is a form of carbohydrate produced from glucose and is also found in the human body.



ENERGY DRINKS AND CHILDREN

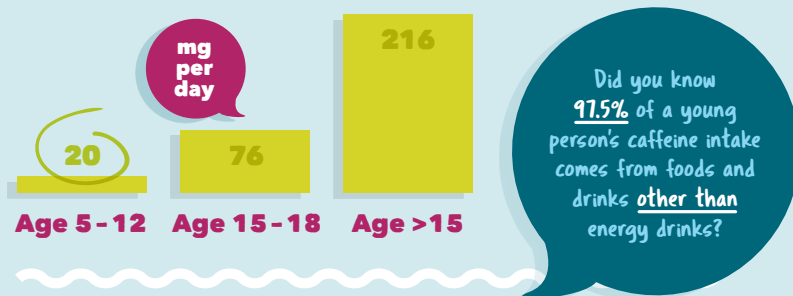
Children are naturally full of all the energy they need to learn, grow and play.

That is why energy drinks are not marketed towards children, and why, like all products with caffeine as a significant ingredient, consumption by children is not recommended.

Evidence shows that the vast majority of children are not consuming energy drinks. In fact, consumption data shows that kiwi kids are only consuming a small amount of caffeine in their diet, and only a tiny fraction of this caffeine can be attributed to energy drinks.



ESTIMATED CAFFEINE INTAKES OF NEW ZEALAND CHILDREN AND ADULTS⁵



TOTAL PERCENTAGE OF CAFFEINE INTAKE FOR KIWI KIDS FROM SELECTED FOOD GROUPS⁶



**FOR FURTHER INFORMATION,
PLEASE VISIT OUR WEBSITE**

nzbeveragecouncil.org.nz

