



NEWS RELEASE

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CAFFEINE CONTENT OF ENERGY DRINKS LESS THAN COFFEE

In response to “Energy Drinks: The New Eye-Opener for Adolescents,” an article published in the Journal of Clinical Pediatric Emergency Medicine, the American Beverage Association (ABA) issued the following statement:

“Caffeinated beverages, including energy drinks, can be part of a balanced lifestyle when consumed sensibly. Caffeine has repeatedly been deemed safe by government and regulatory agencies around the world. In fact, over 140 countries have considered caffeine’s safety and allow its use in beverages at various levels.

While energy drinks may contain a variety of ingredients, vitamins and minerals, they have not been uniquely associated with negative health effects. Importantly, the amount of caffeine contained in mainstream energy drinks is modest, particularly when compared to coffee. In fact, when compared on a per ounce basis, most energy drinks contain less caffeine than coffeehouse drinks. Even so, consumers should be aware that, consistent with federal regulations, beverage companies list caffeine on product labels when it is added as an ingredient. And for years, ABA member companies have provided caffeine content information through their Web sites and consumer hotlines.

Most importantly, if our goal is to teach kids about balance and moderation – let’s do just that. The keys to a healthy lifestyle are variety, balance and moderation in the foods and beverages we choose, as well as the activities in which we participate.”

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The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States.