

AMERICA'S BEVERAGE COMPANIES: RESPONSIBLY LEADING ON ENERGY DRINKS

Energy drinks are popular, non-alcoholic caffeinated beverages that have been enjoyed by billions of people around the world for more than 30 years. America's beverage companies are committed to the responsible labeling and marketing of energy drinks. Our members include Red Bull, Monster, Celsius, The Coca-Cola Company, Keurig Dr Pepper and PepsiCo, who together represent 94% of the energy drink category.

TRANSPARENT LABELING

American Beverage member companies who make energy drinks voluntarily go [beyond](#) U.S. Food and Drug Administration (FDA) labeling requirements to ensure consumers are fully informed of what's in their beverage.

- We clearly disclose the total caffeine content from all sources on the label of every can and bottle we sell.
- We include advisory statements on every energy drink that they are not intended or recommended for children, pregnant or nursing women, or people who are sensitive to caffeine.
- Our labels do not promote mixing energy drinks with alcohol or make any claims that the consumption of alcohol together with energy drinks counteracts the effects of alcohol.
- We do not promote excessive or unduly rapid consumption.

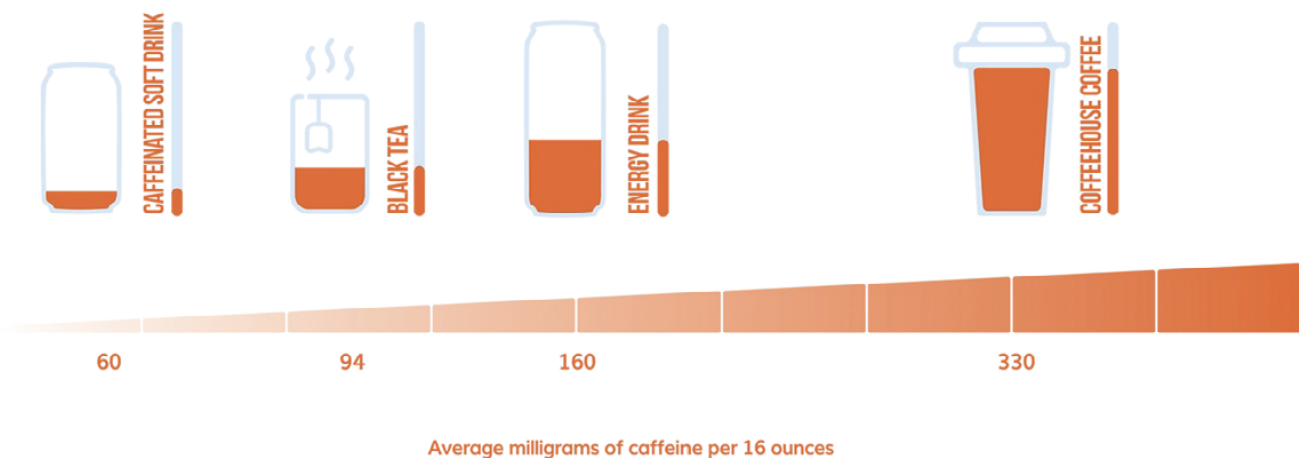
RESPONSIBLE MARKETING

Parents know what's best for their families, which is why our companies have all agreed to [Guidance for the Responsible Marketing of Energy Drinks](#). This guidance demonstrates a commitment not to market our beverages, including energy drinks, to children. We do not market, provide energy drink samples or offer product coupons to children under 13 years of age.

SAFELY CONSUMED BY MILLIONS OF AMERICANS

Leading global health authorities including FDA have recognized that energy drinks and their ingredients are safe.

A typical 16-ounce energy drink contains 160 milligrams of caffeine while an 8.4-ounce energy drink contains 80 milligrams of caffeine. By contrast, a 16-ounce coffeehouse coffee typically contains around 300 to 330 milligrams of caffeine. Many ingredients commonly found in mainstream energy drinks, such as caffeine, B vitamins and taurine, are also found naturally in many foods.



LEARN MORE: [ENERGYDRINKINFORMATION.COM](https://www.energydrinkinformation.com)