



ENERGY DRINKS: SEPARATING FACT FROM FICTION

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.


 **Myth: Energy drinks are a new product, and little is known about the safety of their ingredients.**

 **Fact:** Energy drinks have been recognized as safe by government food safety agencies worldwide, including the [U.S. Food and Drug Administration](#) (FDA), [Health Canada](#), [the European Food Safety Authority](#) (EFSA), [Food Standards Australia New Zealand](#) (FSANZ), [the Norwegian Food Safety Authority](#) and [the Swedish Food Agency](#). They are sold in more than 170 countries and have been safely enjoyed by billions of people around the world for more than 30 years.


 **Myth: Energy drinks are not regulated.**

 **Fact:** Energy drinks and their ingredients are regulated by FDA as conventional food products and not as dietary supplements. FDA has extensively studied the safety of energy drinks, including commissioning a consumption [study](#) and authorizing the Institute of Medicine to conduct a two-day public workshop on caffeinated foods and beverages.


 **Myth: FDA has not provided guidance on energy drinks.**

 **Fact:** FDA gets specific about energy drinks on its website page, [Carbonated Soft Drinks: What You Should Know](#). The page says it is the job of FDA to ensure that carbonated soft drinks, including energy drinks "are safe, sanitary, and honestly labeled." FDA's guidance on safe consumption levels of caffeine (400 milligrams per day) is confirmed by a study that meets gold standards for systematic reviews of evidence as outlined in the National Academies of Science.

 **Myth: There's no way for a consumer to know how much caffeine is in an energy drink.**

 **Fact:** American Beverage member companies who make energy drinks [clearly disclose](#) the total caffeine content from all sources on the label of every energy drink can and bottle. This quantitative caffeine declaration goes beyond what is required by FDA and is separate and apart from the ingredient statement and the Nutrition Facts Panel.

 **Myth: Energy drinks have "high" or "dangerous" amounts of caffeine.**

 **Fact:** 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. FDA [states](#) that 400 milligrams of caffeine a day is an amount "not generally associated with dangerous, negative effects" for healthy adults except for pregnant and nursing women. Furthermore, FDA and other leading regulatory authorities around the globe have concluded that 200 milligrams of caffeine is a safe amount for a single serving.

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✘ Myth: Energy drink companies target children.

✔ Fact: American Beverage member companies - representing 94% of the energy drinks sold in the U.S. - follow clear, voluntary guidelines prohibiting the marketing of their products to children. Our companies have all agreed to [Guidance for the Responsible Marketing of Energy Drinks](#).

- We do not market, provide energy drink samples or offer product coupons to children under 13 years of age.
 - Our companies will not sell or market energy drinks in K-12 schools.
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✘ Myth: Americans are getting most of their caffeine consumption from energy drinks.

✔ Fact: Energy drinks represent only one of many sources of caffeine in the U.S. diet, including for teens. A [study](#) found that of the respondents who indicated consumption of caffeinated beverages, more than half reported consuming coffee (55%) and tea (53%) while 14% reported drinking chocolate milk, 4% reported consuming energy drinks and less than 1% reported drinking energy shots.

✘ Myth: The synthetic caffeine in energy drinks is different than the caffeine in coffee.

✔ Fact: Caffeine is caffeine, no matter the source. The caffeine in energy drinks is just like the caffeine in coffee and tea. The chemical structure of caffeine, whether natural or added, is identical. In fact, the human body cannot tell the difference whether the consumption of caffeine is from chocolate, coffee, tea or energy drinks.

✘ Myth: Energy drinks have multiple stimulants and some of them are hidden from consumers.

✔ Fact: Caffeine - from coffee beans, guarana or other plant sources - is the only stimulant in energy drinks. Our members disclose the total amount of caffeine from all sources on the label.

✘ Myth: Some common ingredients in energy drinks can be dangerous for human consumption.

✔ Fact: The safety of the ingredients in energy drinks are well understood and widely used in other foods. Caffeine is one of the most studied ingredients in the food supply with a long history of safe use. B vitamins are essential nutrients naturally present in foods such as seafood and seeds. Ingredients like taurine and L-carnitine are in widely available foods, even infant formula.
