



**Canadian Beverage Association**  
**Association canadienne des boissons**

New Brunswick Energy Drink Panel Discussion  
October 1, 2013

# Agenda

1. About us
2. About Energy Drinks
  - Energy Drinks In Canada
  - Consumption Trends
  - Labelling
4. Industry Initiatives
5. Caffeine Awareness and Education

# About Us

The Canadian Beverage Association is the national industry association representing the broad spectrum of companies that manufacture and distribute non-alcoholic refreshment beverages consumed in Canada.

The association represents more than 60 brands of juices, juice drinks, bottled waters, sports drinks, ready-to-serve iced teas and coffees, energy drinks, new alternative beverages, carbonated soft drinks and other non-alcoholic beverages.



# About Energy Drinks

# Energy Drinks in Canada

*Health Canada has led the way to define the composition of Energy Drinks*

- Established upper limits on:
  - Caffeine
  - Amino Acids
  - Vitamins
  - Other nutrients
- Caffeine Limits
  - Single serve cans are capped at 180 mg of caffeine
  - Concentration limited to 400 mg per litre
  - Equivalent to 100 mg caffeine per 250 mL (~8 fl oz)

# Energy Drinks in Canada

Energy drink labels contain:

- A declaration of the total caffeine content from all sources
- A Nutrition Facts panel showing details on the amount of calories and other nutrients in the product
- A declaration that energy drinks are not recommended for children, pregnant or breastfeeding women, or people who are sensitive to caffeine, and that energy drinks should not be mixed with alcohol
- A “High caffeine content” statement
- A “maximum number of [container(s)/ servings] per day” usage statement
- Any applicable allergen labelling

**No other beverage category, including coffee, is required to label caffeine.**

# Energy Drink Risk Assessment

## Modelling:

- Very cautious approach when they developed their modelling strategy
- Used Recommended Maximum Daily Intake (RMDI) of 2.5mg/kg-bw as the RMDI for adolescents as well

## Findings:

Overall, Health Canada's energy drink health risk assessment confirmed that energy drinks, when consumed as recommended, are safe

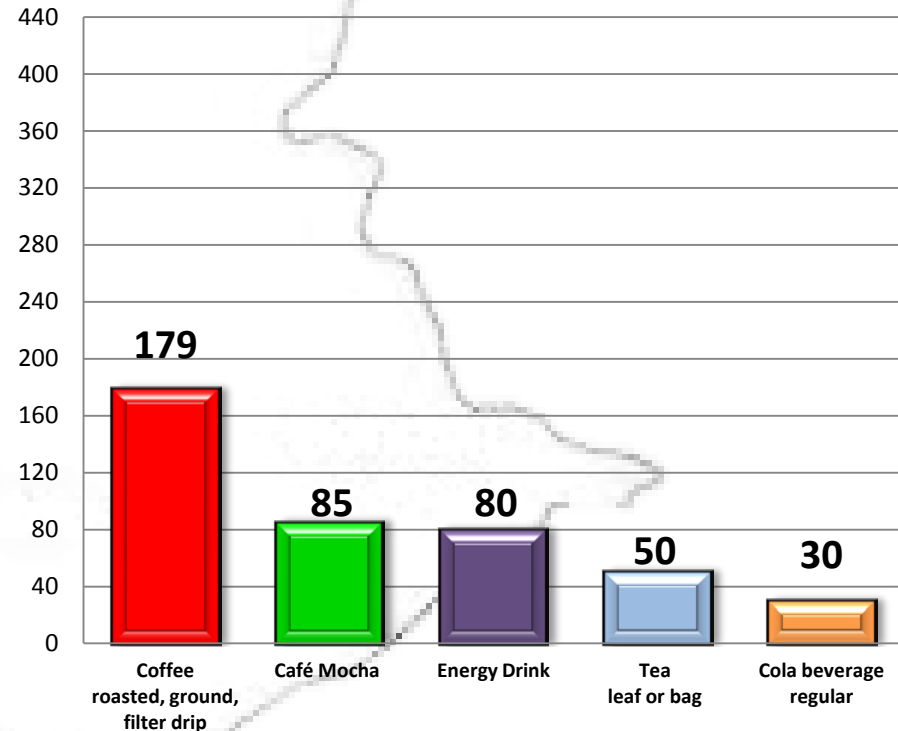
### ***Specific findings as to youth:***

- Health Canada also stated that when it comes to adolescents “one or two servings of a typical energy drink (80 mg of caffeine/serving) would be unlikely to pose an acute health hazard” based on the caffeine content
- Health Canada determined that energy drinks are not a health concern for children (2 – 12) as Health Canada felt it was reasonable to expect that the diet of children this age would be monitored/controlled by their parents

# Caffeine Comparison

- A small roasted, filter drip coffee contains twice the amount of caffeine as in the same size energy drink
- The vast majority of iced coffees contain more caffeine than a similar sized energy drink
- Research shows 25% of teens consume 4 or more coffees a week and only 5% say they consume 4 or more energy drinks a week<sup>1</sup>

**Caffeine Comparison Chart**  
mg per 8 oz / 237 ml serving<sup>2</sup>



1. 2012 IPSOS research,

2. Caffeine in Food, Health Canada <http://www.hc-sc.gc.ca/fn-an/securit/addit/caf/food-caf-aliments-eng.php>



# Caffeine Consumption in Canada

## *Caffeine Consumption in Canada according to Health Canada*

- According to Health Canada, 90% of Canadian adults' caffeine comes from coffee and tea consumption<sup>1</sup>

## *Canadian consumer research on Caffeine Consumption:*

- 79% of caffeine intake in teens is from Coffee (Hot & Iced) and Soft Drinks<sup>2</sup>
- 91% of teens do not consume energy drinks on a daily basis, while 29% consume coffee daily<sup>3</sup>

1. It's Your Health - Caffeine, Health Canada <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/caffeine-eng.php>

2. 2010 Vision Critical research

3. 2012 IPSOS research n=595

# Caffeine Consumption Consistent with Other Countries

## **United States: Food and Drug Administration** (*Somogyi, 2010*)

- Despite emergence of energy drinks to the market over 15 years ago, caffeine consumption remains consistent - about 300 mg daily for adults
- Teens and young adults (14-21 years) drink approximately 1/3 the caffeine about 100 mg daily compared to adults
- Coffee, tea and soda collectively remain the primary contributors of caffeine in all age groups, even in younger age groups

## **International Life Sciences Institute** (*Mitchell et al., 2013*)

- 37,815 consumers of caffeinated beverages completed 7-day diaries
- Coffee was the primary contributor to caffeine intakes in all age groups
- Energy drink users were low in all age groups (<10%)
- Contribution of energy drinks to total caffeine intake was <2% in the total population, and less than 7% in any age group

# Energy Drink Consumption in New Brunswick

## *New Brunswick Student Drug Use Survey Report 2012<sup>1</sup>*

- Surveyed 3,507 teens in grades 7, 9, 10, 12:
  - **42.8%** had not consumed an energy drink in the past year
  - **80.2%** consumed none or one or less a month in the past year
  - Only **11.6%** consumed energy drinks more than once a month
  - Only **8.2%** consumed energy drinks more than twice a month
- Consumption of caffeinated energy drinks among students in New Brunswick was ***significantly lower*** than in Nova Scotia and about the same in Newfoundland and Labrador

1. New Brunswick Student Drug Use Survey Report 2012, <http://www.gnb.ca/0378/pdf/2013/9230e.pdf>

# Energy Drink Consumption in Canada

## Réseau du sport étudiant du Québec Research:<sup>1</sup>

- Looked at 10 000 Quebec teens 12 – 17 years of age
- 93% of teens rarely (28%) or never (65%) consume energy drinks
- Only 1% drink them daily

## Institut de la Statistique du Québec:<sup>2</sup>

- Looked at 60,000 teens 13 to 17 years of age
- 82.8% of teens rarely or never consume energy drinks
- Only 1.5% consumed them daily

## 2011 Ontario Student Drug Use and Health Survey:<sup>3</sup>

- Looked at 10,000 Ontario students grades 7 through 12
- 81% rarely (31%) or never (50%) consumed energy drinks in the past year

1. Réseau du sport étudiant du Québec. (2011) Enquête Québécoise sur la malbouffe : 10 000 jeune se prononcent [http://www.sportetudiant.com/\\_static/webupload/websiteDocuments/100000/rapport\\_d'enquete\\_fra\\_1\\_page.pdf](http://www.sportetudiant.com/_static/webupload/websiteDocuments/100000/rapport_d'enquete_fra_1_page.pdf)


2. 'Enquête québécoise sur la santé des jeunes du secondaire 2010-2011 - Tome 1-Tableau A3.2 [http://www.stat.gouv.qc.ca/publications/sante/pdf2012/EQSJS\\_tome1.pdf](http://www.stat.gouv.qc.ca/publications/sante/pdf2012/EQSJS_tome1.pdf)

3. CAMH 2011 Student Survey Institute for Social Research York University [http://www.camh.ca/en/research/news\\_and\\_publications/ontario-student-drug-use-and-health-survey/Documents/2011%20OSDUHS%20Docs/2011OSDUHS\\_Detailed\\_DrugUseReport\\_2.pdf](http://www.camh.ca/en/research/news_and_publications/ontario-student-drug-use-and-health-survey/Documents/2011%20OSDUHS%20Docs/2011OSDUHS_Detailed_DrugUseReport_2.pdf)

# Consistent with Other Countries

**European Union:** European Food Safety Authority (*Zucconi et al., 2013*)

- Emergence of energy drinks in European market took place nearly 30 years ago
- >52,000 participants from 16 different E.U. Member states
- Adults - 92% of total caffeine intake come from dietary sources other than energy drinks
- Adolescents – 87% of total caffeine intake come from dietary sources other than energy drinks



# **Caffeine Awareness & Education is Key**

# Caffeine Conversation & Education

- The CBA and its members encourage Canadians to become better educated on all sources of caffeine and to be aware of the levels of caffeine in the products they are consuming
- The CBA has updated its energy drink brochure to reflect the changing landscape and to continue educating Canadians
- The CBA is willing to work with provincial and local governments to initiate caffeine education programs in schools, through the media and in other avenues



# **Industry Initiatives & Best Practices**



# Industry Initiatives & Best Practices

**School Guidelines:** The beverage industry voluntarily removed all full-calorie soft drinks from primary, middle and secondary schools nationwide. Energy drinks are not, nor have they ever been sold by our members in schools.

**Marketing Guidelines:** The CBA and its members have recently developed extensive *Guidelines on Marketing to Children* that prevent marketing of beverages – other than fruit juice, milk and water – to children under the age of 12. Many CBA members also participate in the Canadian Children’s Food and Beverage Advertising Initiative and other global guidelines.

# Industry Initiatives & Best Practices

**Energy Drink Information Campaign:** In 2011, the CBA developed an energy drink information brochure to help educate Canadians about what energy drinks are, what they do and for whom they are appropriate.

- 100,000 energy drink information brochures were distributed, with the help of the CCSA, to convenience stores across the country
- A mat story on energy drinks was distributed through News Canada
- An education story on energy drinks was published in c-store magazine

# Examples

## FOOD & NUTRITION

### What you should know about energy drinks

(678 words + 1 photo)

(N.C.)—Energy drinks are a unique product of... Association recognizes that many Canadians have questions about why and how energy drinks should be consumed.

**What are energy drinks?**  
Health Canada says: "Energy drinks are meant to supply mental and physical stimulation for a short period of time. They usually contain caffeine, taurine, vitamins and glucomannan, a carbohydrate."

While energy drinks are available in a wide range of flavours, formulations and formats in Canada, they share the following attributes:  
• are formulated and sold as Natural Health Products (NHPs)  
• contain caffeine  
• are intended to supply temporary physical and/or mental stimulation restoring alertness and wakefulness when fatigued or drowsy.

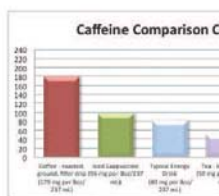
**Who should consume energy drinks?**  
Energy drinks are formulated and recommended for people who are looking for additional mental and physical stimulation for short periods of time. Energy drinks are not recommended for children, pregnant or breastfeeding women, or people who are sensitive to caffeine. As with all NHPs, it is important to read the label and use as directed. Energy drink labels in Canada contain information on recommended use, recommended dosage, intended population, any cautions, and lists of medicinal and non-medicinal ingredients, as well as the amounts of each medicinal ingredient.

**How many energy drinks should be consumed in a day?**  
It is very important to read the product label to understand the recommended daily dosage, as can size and ingredients vary. The maximum recommended dosage is typically one or two cans a day. In addition, consumers should be aware of their caffeine intake from other sources (regular and specialty coffees, tea, chocolate, other NHPs, over-the-counter medications, etc.) and adjust their intake accordingly.  
**Should energy drinks be mixed with alcohol?**  
As stated on the label, energy drinks are not recommended to be mixed with alcohol. The Association and its members do not promote

mixing energy drinks with alcohol.  
**Are energy drinks safe?**  
In Canada, energy drinks are classified as NHPs because they make verified functional claims and because of their ingredients, such as caffeine, taurine and vitamins. Energy drinks are regulated and reviewed by Health Canada for their quality and safety and must display recommended conditions for use and cautions on their labels. Consumers can identify energy drinks authorized for sale by Health Canada by looking for the Natural Product Number (NPN) or Exemption Number (EN) on the label or by visiting the EN and NPN databases: [wwwprod3.hc-sc.gc.ca/produit/produits/index.html](http://wwwprod3.hc-sc.gc.ca/produit/produits/index.html) (EN database) and [wwwprod3.hc-sc.gc.ca/produit/produits/index.html](http://wwwprod3.hc-sc.gc.ca/produit/produits/index.html) (NPN database). Energy drinks are currently sold in more than 160 countries around the world. Health authorities and scientific expert panels in these various jurisdictions have assessed energy drinks and their ingredients and have concluded that energy drinks are beverages that can be safely consumed as foods.

Always read the label before consuming and do not exceed the recommended dose.  
**How much caffeine is in an energy drink?**  
Mainstream energy drinks, those products that represent the vast majority of sales in the energy drinks category in Canada, typically contain between 70 mg and 200 mg of caffeine per dose.

When consuming the maximum recommended daily dose for most mainstream energy drinks, caffeine intake would be comparable to less than two cups of coffee.  
**Are energy drinks and sports drinks the same thing?**  
No, energy drinks should not be confused with sports drinks. Sports drinks are beverages



Compiled using information from the following websites:  
[www.hc-sc.gc.ca/nhp/produit/produits/index.html](http://www.hc-sc.gc.ca/nhp/produit/produits/index.html)  
[wwwprod3.hc-sc.gc.ca/produit/produits/index.html](http://wwwprod3.hc-sc.gc.ca/produit/produits/index.html)

that are specifically formulated to rehydrate the body and usually provide energy needed for physical activity. Sports drinks also replenish electrolytes, sodium and potassium balance. **What are Natural Health Products?**  
Under Health Canada's Food and Drug Regulations, NHPs are occurring substances or their salts that are used to restore health. NHPs, often called "alternative" medicines, include minerals, herbal remedies, traditional medicines, NHPs must be safe to use, contain between 70 mg and 200 mg of caffeine per dose. More information on the energy drinks category is available at [www.hc-sc.gc.ca/nhp/produit/produits/index.html](http://www.hc-sc.gc.ca/nhp/produit/produits/index.html).

# Energy Drinks in Canada

## What are they?

## Who are they for?

Canadian Beverage Association  
Association canadienne des boissons



Find these articles at [www.newscanada.com](http://www.newscanada.com)

34 September 2011

### Who should consume energy drinks?

Energy drinks are formulated and recommended for people who are looking for additional mental and physical stimulation for short periods of time. Energy drinks are not recommended for children, pregnant or breastfeeding women, or people who are sensitive to caffeine. This information is reflected on the label.

As with all NHPs, it is important to read the label and use as directed. Energy drink labels in Canada contain information on recommended use, recommended dosage, intended population, any cautions, and lists of medicinal and non-medicinal ingredients as well as the amounts of each medicinal ingredient.

### How many energy drinks should be consumed in a day?

It is very important to read the product label to understand the recommended daily dosage, as can size and ingredients vary. The maximum recommended dosage is typically one or two cans a day. In addition, consumers should be aware of their caffeine intake from other sources (coffee, specialty coffee, tea, chocolate, other NHPs, over-the-counter medications, etc.) and adjust their intake accordingly.

### Should energy drinks be mixed with alcohol?

As stated on the label, it is not recommended that energy drinks be mixed with alcohol. The CBA and its members do not promote mixing energy drinks with alcohol.



## An FYI on ENERGY DRINKS

It isn't easy for consumers to separate facts from fiction when it comes to energy drinks. So the Canadian Beverage Association (CBA) developed a primer on the dos and don'ts of energy drink consumption. This is what your customers should know:

### What are energy drinks?

According to Health Canada: "Energy drinks are meant to supply mental and physical stimulation for a short period of time. They usually contain caffeine, taurine, vitamins and glucomannan, a carbohydrate."

While energy drinks are available in a wide range of flavours, formulations and formats in Canada, they share the following attributes:

- Are formulated and sold as Natural Health Products (NHP)
- Contain caffeine
- Are intended to supply temporary physical and/or mental stimulation restoring alertness and wakefulness when fatigued or drowsy

### Are energy drinks safe?

In Canada, energy drinks are classified as Natural Health Products (NHPs) because they make verified functional claims and because of their ingredients, such as caffeine, taurine and vitamins. Energy drinks are regulated and reviewed by Health Canada for their quality and safety and must display recommended conditions for use and cautions on their labels. Consumers can identify energy drinks authorized for sale by Health Canada by looking for the NPN or Exemption Number (EN) on the label or by visiting the EN and NPN databases.

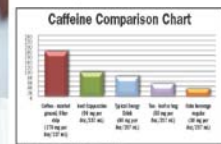
Energy drinks are currently sold in more than 160 countries around the world. Health authorities and scientific expert panels in these various jurisdictions around the world have assessed energy drink and their ingredients and have concluded that energy drinks (along with the ingredients they contain) are beverages that can be safely consumed as foods.

Always read the label before consuming and do not exceed the recommended dose.

### How much caffeine is in an energy drink?

Mainstream energy drinks, those products that represent the vast majority of sales in the energy drinks category in Canada, typically contain between 70 mg and 200 mg of caffeine per dose.

When consuming the maximum recommended daily dose for most mainstream energy drinks, caffeine intake would be comparable to less than two cups of coffee.



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energy drink should not be confused with sports drinks. Sports drinks are beverages that are specifically formulated to rehydrate the body and usually provide energy needed for physical activity. Sports drinks also replenish electrolytes, sodium and potassium balance in the body. Energy drinks, on the other hand, are meant to supply mental and physical stimulation for a short period of time.

### How many energy drinks should be consumed in a day?

It is very important to read the product label to understand the recommended daily dosage, as can size and ingredients vary. The maximum recommended dosage is typically one or two cans a day. In addition, consumers should be aware of their caffeine intake from other sources (coffee, specialty coffee, tea, chocolate, other NHPs, over-the-counter medications, etc.) and adjust their intake accordingly.

As stated on the label, it is not recommended that energy drinks be mixed with alcohol. The CBA and its members do not promote mixing energy drinks with alcohol.

### Who are they for?

Energy drinks are formulated and recommended for people who are looking for additional mental and physical stimulation for short periods of time. Energy drinks are not recommended for children, pregnant or breastfeeding women, or people who are sensitive to caffeine. This information is reflected on the label.

### Where can I get more information?

For more information on the energy drinks category, visit [www.hc-sc.gc.ca/nhp/produit/produits/index.html](http://www.hc-sc.gc.ca/nhp/produit/produits/index.html). For more information on the energy drinks category, visit [wwwprod3.hc-sc.gc.ca/produit/produits/index.html](http://wwwprod3.hc-sc.gc.ca/produit/produits/index.html).

# Further Information

For further information please visit our website

*[www.canadianbeverage.ca](http://www.canadianbeverage.ca)*

# References

1. It's Your Health - Caffeine, Health Canada <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/caffeine-eng.php>
2. Caffeine in Food, Health Canada <http://www.hc-sc.gc.ca/fn-an/securit/addit/caf/food-caf-aliments-eng.php>
3. New Brunswick Student Drug Use Survey Report 2012, <http://www.gnb.ca/0378/pdf/2013/9230e.pdf>
4. Réseau du sport étudiant du Québec. (2011) Enquête Québécoise sur la malbouffe : 10 000 jeunes se prononcent [http://www.sportetudiant.com/static/webupload/websiteDocuments/100000/rapport\\_d'enquete\\_fra\\_1\\_page.pdf](http://www.sportetudiant.com/static/webupload/websiteDocuments/100000/rapport_d'enquete_fra_1_page.pdf)
5. 'Enquête québécoise sur la santé des jeunes du secondaire 2010-2011 - Tome 1 Tableau A3.2 [http://www.stat.gouv.qc.ca/publications/sante/pdf2012/EQSJS\\_tome1.pdf](http://www.stat.gouv.qc.ca/publications/sante/pdf2012/EQSJS_tome1.pdf)
6. CAMH 2011 Student Survey Institute for Social Research York University [http://www.camh.ca/en/research/news\\_and\\_publications/ontario-student-drug-use-and-health-survey/Documents/2011%20OSDUHS%20Docs/2011OSDUHS\\_Detailed\\_DrugUseReport\\_2.pdf](http://www.camh.ca/en/research/news_and_publications/ontario-student-drug-use-and-health-survey/Documents/2011%20OSDUHS%20Docs/2011OSDUHS_Detailed_DrugUseReport_2.pdf)