

# Supplementary written evidence submitted by Energy Drinks Europe (END0025)

Thank you for the opportunity to provide further evidence to the Committee as per your correspondence of 29 June.

## Key summary

Energy Drinks Europe (“**EDE**”) endorses the comments Monster Energy Company makes in relation to energy drink safety in its supplemental submission [END0024]. EDE also agrees that scientific evidence confirms that energy drinks do not contribute significant amounts of caffeine or sugar to the diets of children and adolescents, and therefore cannot pose a unique risk for children and adolescents.

EDE member companies take a responsible approach to the sales and marketing of energy drinks. This is why we have a stringent Code of Practice that all members must agree and adhere to.

Among other commitments, our Code of Practice states that EDE members position packages with a net content of 250ml as their main selling proposition for individual consumption – a requirement that EDE members have agreed for several years. We firmly believe that portion control is an appropriate mechanism for promoting the responsible consumption of non-alcoholic beverages generally, while more specifically still maintaining the efficacy of energy drink formulations.

## Endorsement of evidence base

We support the evidence base provided in Monster’s supplementary submission. In particular, we urge the Committee to carefully consider the 2015 scientific opinion by the European Food Safety Authority (“**EFSA**”) on the Safety of Caffeine<sup>1</sup>.

## Importance of Portion Control

EDE believes that portion control is an appropriate and effective approach to the responsible consumption of energy drinks by all consumers and especially by children. This is for the following reasons, amongst many:

- A typical 250ml energy drink contains approximately 80 milligrams of caffeine. In its 2011 scientific assessment of the evidence base for health claims, EFSA confirmed that 75 milligrams of caffeine was the appropriate amount to provide a beneficial functional effect on alertness and attention<sup>2</sup>.
- In addition to caffeine moderation, portion control of sugar-sweetened beverages in general contributes to calorific balance. The **McKinsey Global Institute’s** November 2014 study on overcoming overweight and obesity, ranks portion control as the most effective intervention to address overweight and obesity. The McKinsey Global institute concluded that intervention on portion control would save approximately 2,126,000 disability adjusted life years, at one of the lowest costs, with one of the strongest evidence ratings.<sup>3</sup>

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<sup>1</sup> EFSA Panel on Dietetic Products, Nutrition and Allergies), 2015. Scientific Opinion on the safety of caffeine. EFSA Journal 2015;13(5):4102, 120 pp. doi:10.2903/j.efsa.2015.4102; EFSA Fact Sheet Caffeine:

[http://www.efsa.europa.eu/sites/default/files/corporate\\_publications/files/efsaexplainscaffeine150527.pdf](http://www.efsa.europa.eu/sites/default/files/corporate_publications/files/efsaexplainscaffeine150527.pdf)

<sup>2</sup> European Food Safety Authority (2011) EFSA Journal 2011;9(4):2054

<sup>3</sup> McKinsey, Overcoming obesity: An initial economic analysis, Exhibit E3, 2014;

[https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Economic%20Studies%20TEMP/Our%20Insights/How%20the%20world%20could%20better%20fight%20obesity/MGI\\_Overcoming\\_obesity\\_Full\\_report.ashx](https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Economic%20Studies%20TEMP/Our%20Insights/How%20the%20world%20could%20better%20fight%20obesity/MGI_Overcoming_obesity_Full_report.ashx)

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- Moreover, both the **Department of Health**<sup>4</sup> and **Public Health England**<sup>5</sup> recommend portion control as a key component of a healthy, balanced diet. The United Kingdom Food Standards Agency has confirmed that the ingredients in energy drinks are safe. As there is no safety concern with energy drinks, moderation should be promoted. Portion control therefore remains the most effective measure for promoting moderate consumption of both sugar and caffeine.
- As part of its reformulation strategy, the Scottish Government recommends that 250ml portion sizes, as a single serve, be made readily available and that consumer preference for smaller portions should be encouraged for **all** soft drinks with added sugar, not just for energy drinks.<sup>6</sup>
- Finally, we would like to draw the committee's attention to the analysis of the **British Medical Journal** on the importance of portion control. The paper '*Downsizing: policy options to reduce portion sizes to help tackle obesity*' makes clear that "portion control is an appropriate and evidence based mechanism for promoting moderate intake of foods and beverages. In particular, the British Medical Journal recommends "developing interventions and policies to reduce the size, availability, and appeal of large portions".<sup>7</sup>

Based on the above and as per our original submission, EDE continues to recommend that portion control be considered by the Committee as an effective intervention.

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**Energy Drinks Europe (EDE) is the representative association of Europe's energy drinks producers. It promotes evidence- based policies and meaningful industry commitments. These include policies to ensure that energy drinks are consumed in moderation and that they are not targeted to children.**

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<sup>4</sup> Department of Health, Childhood obesity: A plan for Action; 2016

<https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action/childhood-obesity-a-plan-for-action>

<sup>5</sup> Public Health England, Plans to cut excess calorie consumption unveiled, 6<sup>th</sup> March 2018;

<https://www.gov.uk/government/news/plans-to-cut-excess-calorie-consumption-unveiled>

<sup>6</sup> Proposed Scottish Reformulation Strategies, Food Standards Agency UK. Available at: <http://www.gov.scot/Resource/0042/00422515.pdf>

<sup>7</sup> Downsizing: policy options to reduce portion sizes to help tackle obesity<sup>7</sup> British Medical journal, 2 December 2015:

<https://www.bmj.com/content/bmj/351/bmj.h5863.full.pdf>