

Written evidence submitted by Morrisons (END0038)

Please find below the answers to your questions on energy drinks:

1. Why did you decide to roll out the voluntary ban on sale of energy drinks to under 16s?

We introduced the voluntary ban in response to parents, teachers and customers who raised concerns about the potential adverse impact of these drinks on children's behaviour.

2. How have you enforced the ban?

We have enforced the ban through our well-established 'Challenge 25' age restricted controls. This means that any customer who looks under the age of 25 will be asked for proof of age when attempting to buy high-caffeine energy drinks.

3. What has been your overall, as well as your staff's, experience of enforcing the ban?

Overall our experience has been positive with the majority supporting the action we have taken.

4. How do you monitor compliance of the ban, ensuring that all staff are enforcing it?

All high-caffeine energy drinks are till prompted so checkout staff have to confirm proof of age before the sale can take place.

5. Based on your experience of the voluntary ban, would you be in favour of a legal ban? If so, from which age?

We would be in favour of a legal ban and are open-minded to whether this is at age 16 or at age 18 - provided that this is informed by the evidence.

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