

A RESPONSIBLE RETAILING OF ENERGY DRINKS (RRED) – VOLUNTARY SCHEME TO PREVENT THE SALE OF ENERGY DRINKS TO UNDER 16'S

Dear Retailer

On behalf of Lancashire County Council's Trading Standards service we are asking you to support the Responsible Retailing of Energy Drinks (RRED) campaign. We would like you to show your commitment and make a positive contribution to your local community by choosing not to sell energy drinks to children under 16.

Many retailers have reported to us that they have concerns around selling energy drinks to young people. Parents, teachers and health professionals have also reported their concerns around the behaviour and health of young people and stated that they would support a campaign to prevent the sales of energy drinks to children under 16.

What is an energy drink?

Energy drinks are legally required to declare "**High Caffeine Content. Not recommended for children or pregnant or breast-feeding women**" followed by the exact caffeine content expressed in mg per 100ml on the label.

Energy Drinks - Where's the Harm?

- Each can has a warning, '**not recommended for children**'
- The NHS has stated that because of the high levels of caffeine, sugar and acidity in energy drinks, they are '**unnecessary**' and '**unsuitable**' for **children under 16**

In response to these concerns Trading Standards supports the British Soft Drinks Association (BSDA) and the Association of Convenience Stores (ACS) in encouraging you to support this voluntary age restriction;

- The BSDA has a voluntary code of practice which states that '**energy drinks may not be promoted or marketed to persons under 16**'
- The ACS provides best practice advice on selling energy drinks - '**you may decide to impose a restricted sale policy on your own initiative, or you may be asked to do so by a local school or parents group. You should listen to such requests constructively and accommodate them if you can**'

What you can do to help.

- Step 1:** Complete your **Energy Drinks Age Verification Policy**, ask staff to sign it and keep it safe
- Step 2:** Display the enclosed posters and parent information leaflets prominently in your store
- Step 3:** Ensure staff have understood that customers who appear UNDER the age of 25 will always need to produce identification when buying energy drinks

Samantha Beetham – Alcohol and Tobacco Team, Lancashire Trading Standards

