

March 27, 2017

RE: HL18.2 Caffeinated Energy Drinks:
Feasibility of Restricting Sales and Marketing to Youth in Toronto

Dear Mayor Tory and Members of Toronto City Council,

I am reaching out to provide you with some additional information pertaining to *HL18.2 Caffeinated Energy Drinks: Feasibility of Restricting Sales and Marketing to Youth in Toronto*.

At the recent Board of Health meeting, amendments were presented to the energy drinks report including calling on City Council to “not permit the sale of Caffeinated Energy Drinks (CEDs) on any City property or facility that is occupied, leased or licensed by the City in its sole capacity consistent with restrictions of the Municipal Alcohol Policy.”

We ask that you do not support the amended motions on HL18.2, and vote in favour of the original recommendations by Toronto’s Acting Medical Officer of Health.

The Canadian federal regulating body, Health Canada, has used a science- and fact-based approach to assess the nature of energy drinks and approved them for Canadian’s consumption for over a decade. In addition, in its 2013 evidence review, Health Canada concluded that there are no expected health hazards associated with consuming other common ingredients in energy drinks, including taurine, glucuronolactone, inositol and B vitamins.¹

Energy drinks in Canada are subject to rigorous labelling and advertising guidelines. In addition, as a requirement of being part of the Canadian Beverage Association, members must adhere to an Energy Drinks Marketing Code, which is in addition to CBA’s Guidelines on Marketing to Children.

At the Board of Health meeting, a presentation was made highlighting examples where our members’ brand logos were being used. To confirm, our members appreciate having these examples brought to their attention and have subsequently investigated these examples. In the instances that were not in keeping with our voluntary marketing code, steps have been taken to have logos removed including through legal measures. Our companies continue to work with partners to ensure that logos are not used in cases of advertising or marketing directed to children.

Our members have a strong and vibrant record of community support and corporate citizenship within the City of Toronto.

CBA members are proud of the partnerships that they have developed with the many worthwhile causes, projects and organizations throughout Toronto. Whether it is promoting local and international sporting events, advancing the thriving Toronto art scene, or through financial contributions, products and services, our members are committed to helping to grow this City.

¹ Rotstein, et al. Energy Drinks: An assessment of the potential health risks in the Canadian context. June, 2013. 5



Please ensure that these types of successful partnerships can continue throughout the City of Toronto by voting for the original Acting Medical Officer of Health recommendations.

Kindest regards,



Jim Goetz, President
Canadian Beverage Association

CC: Toronto City Clerk
All Members of Toronto City Council