

C - Caffeine

Caffeine is a natural substance that is found in the leaves, seeds or fruit of more than 60 plants. It is known to have a mildly stimulating effect on the central nervous system.

Caffeine is one of the most extensively studied ingredients in the food supply and has been used safely and with pleasure for hundreds of years.

CAFFEINE IN NON-ALCOHOLIC BEVERAGES

As with most foods and drinks, the combination and quantities of ingredients determine the flavour of non-alcoholic beverages. Caffeine is mostly found in colas or “energy” drinks and gives a slightly more bitter taste, which has been appreciated by billions of consumers around the world for centuries. There is also a wide range of caffeine-free colas and other non-alcoholic beverages for consumers who prefer to consume beverages without caffeine.

Individual intake of caffeine varies. The non-alcoholic beverages industry encourages all consumers with questions about caffeine or other nutritional issues to speak with their doctor.

Moderate caffeine consumption has been recognized as safe – even for pregnant women – by a wide range of experts and government agencies, including the March of Dimes, the U.S. Department of Health and Human Services, Health Canada and the Organization of Teratology Information Specialists. Furthermore, numerous regulatory agencies worldwide have evaluated risks from caffeine intake and determined that 300 - 400 mg per day is safe for healthy adults.

Women who are trying to conceive or who suspect that they might be pregnant should seek out, consult with and heed the advice of their health care provider.