Caffeine Consumption: Natural vs. Not

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Beverages Studied:

- Soft drinks (including energy drinks)
- Energy Drinks alone
- Coffee and Tea
- Coffee alone

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Coffee Consumed More Frequently With More Caffeine
(NHANES 2003-2004 and NHANES III)

Drinks Containing Caffeine	Arithmetic mean frequency of typical consumption (EO/day)	Geometric mean frequency of typical consumption (EO/day)	Mean caffeine intake per eating occasion (mg/EO)
Soft drinks (including energy drinks)	1.1	0.67	46.5
Energy drinks	1.1	0.67	85.5
Coffee and tea	1.7	0.91	128.4
Coffee	1.5	0.83	153.7

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Caffeine Intake More Than 3X Greater from Coffee/Tea For Women 15-44 years (NHANES)

	Usual caffeine intake (mg/day)	
Drinks Containing Caffeine	Arithmetic Mean	Geometric Mean
Soft drinks (including energy drinks)	53.5	25.6
Energy drinks	97.8	40.4
Coffee and tea	218	85.9
Coffee	236	94.5
Total (coffee, tea, soft drinks and energy drinks)	237	108

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Caffeine Intake More Than 3X Greater from Coffee/Tea For Women 15-44 years (eSIP)

	Usual caffeine intake (mg/day)	
Drinks Containing Caffeine	Arithmetic average	Geometric Mean
Soft drinks	37.4	20.9
Energy drinks	29.7	19.4
Coffee and tea	108	65.7
Coffee	122	75.9

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Impact of warning on consumer exposure

- Confusing to warn about products with 1/3 the caffeine intake of “acceptable” products
- Warnings on soft drinks – if heeded– would likely result in increased consumer exposures as they switch to non-labeled beverages such as coffee and tea
- Counter to sensible public policy

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