

ENERGY DRINKS (CIRCULATION AND ADVERTISING REQUIREMENTS)

SCOPE

Specific requirements for handling and advertising Energy Drinks to protect human health from adverse effects of energy drinks on the body.

LATVIAN REGULATIONS

[The Law on the Handling of Energy drinks](#)

PRIOR AUTHORIZATION

Not required

CONTACTS

AUTHORITY RESPONSIBLE FOR REGULATIONS

Ministry of Health

Web: www.vm.gov.lv

Phone: +371 67876000

MARKET SURVEILLANCE AUTHORITY

Controls the selling of energy drinks to persons under 18 years of age

The State police of Latvia

Web: www.vp.gov.lv

Phone: + 371 67075212

Email: pasts@vp.gov.lv

Controls the retail trade of energy drinks at the premises and territory of educational institutions as well as energy drinks free of charge at tastings, placing in market and indications placed at the trading site:

Food and veterinary service

Web: www.pvd.gov.lv

Phone: +371 67095230

Email: pvd@pvd.gov.lv

Responsible for inappropriate advertising:

Consumer Rights Protection Centre

Web: www.ptac.gov.lv

Phone: +371 65452554

Email: pasts@ptac.gov.lv

MAIN REQUIREMENTS FOR ECONOMIC OPERATORS

Specific requirements for handling and advertising Energy Drinks shall enter into force if the non-alcoholic beverage meets the legal definition of Energy Drink. The definition of Energy Drinks according to the the Law on the Handling of Energy drinks – non-alcoholic beverages which are provided for use without transformation, in which the total quantity of caffeine exceeds 150 mg/l and which contain at least one or several stimulating or restorative substances (for example, taurine, inotisol, guarana, ginkgo biloba). In addition, energy drinks may contain other food ingredients in accordance with the requirements laid down in the laws and regulations regarding handling of food.

Regarding the handling of energy drinks:

1. It is prohibited to sell energy drinks to persons under 18 years of age and such persons may not purchase them.
2. Retail trade of energy drinks is prohibited in the premises and territory of educational institutions.
3. It is prohibited to offer energy drinks to persons under 18 years of age, free of charge at tastings, as a gift or as a compensation for the purchase of other goods or receipt of a service.
4. Energy drinks at retail sites shall be placed for selling apart from other food products as to ensure each identification of the former. The following indication shall be placed at the trading site: "High level of caffeine. Not recommended for children and pregnant women or women who are breastfeeding."
5. It is prohibited to involve persons under 18 years of age in the handling of energy drinks.
6. Such information shall be included in an advertisement of energy drinks which warns the society regarding adverse effects of excessive use of energy drinks.

Regarding the advertising of energy drinks and information to be included in an advertisement:

1. There is special information referred to provide at the advertisements.
2. It is prohibited to address the advertisement of energy drinks to persons under 18 years of age, as well as it is prohibited to use these persons in such advertisement.
3. It is prohibited to create an impression in an advertisement of energy drinks that energy drinks are used when participating in sports competitions, performing individual or organized activities for preservation or improvement of health, or for easing thirst upon participation therein or together with alcoholic beverages.
4. It is prohibited to advertise energy drinks in educational institutions and on buildings and structures of such institutions.