



City Attorney Dennis Herrera News Release

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Herrera praises U.S. Senate scrutiny on energy drink companies' marketing to young people

Hearings echo S.F. City Attorney's cause of action in California consumer protection suit against industry leader, Monster Energy, for targeting kids as young as six

SAN FRANCISCO (July 31, 2013)—City Attorney Dennis Herrera today issued the following statement in response to the public hearing, “Energy Drinks: Exploring Concerns About Marketing to Youth,” by the U.S. Senate Committee on Commerce, Science, and Transportation.

“Highly caffeinated energy drinks are dangerous to kids—and yet kids are a primary target of energy drink marketers. Kudos to the U.S. Senate Commerce Committee and to Senators Blumenthal (D-Ct.), Durbin (D-Ill.), Markey (D-Mass.), and Rockefeller (D-W. Va.) for their leadership in shining a light on the reprehensible marketing practices by some energy drink manufacturers. I hope this important hearing prompts policy changes that will protect young people’s health and safety if the product manufacturers won’t do so voluntarily. Here in California, my office is continuing its litigation against Monster Beverage Corporation, one of the industry’s most egregious violators. Incredibly, Monster Energy has featured children as young as six years old in its marketing, despite scientific consensus that consumption of caffeinated products by young people can pose grave health dangers.”

The hearing, which began today at 2:30 p.m. EDT, featured testimony from: Dr. Marcie Beth Schneider of the Committee on Nutrition, American Academy of Pediatrics; Dr. Jennifer Harris, Director of Yale University’s Marketing Initiatives at Rudd Center for Food Policy and Obesity; and corporate representatives from Monster Beverage Corporation, Red Bull North America and Rockstar, Inc. The link to the hearing web page is:

http://www.commerce.senate.gov/public/index.cfm?p=Hearings&ContentRecord_id=8d4fc1e4-18a4-40e0-8ae5-aab438ecba22&ContentType_id=14f995b9-dfa5-407a-9d35-56cc7152a7ed&Group_id=b06c39af-e033-4cba-9221-de668ca1978a&MonthDisplay=7&YearDisplay=2013.

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