

**Voluntary Report** – Voluntary - Public Distribution

**Date:** January 04, 2024

**Report Number:** PL2023-0037

**Report Name:** Ban on Sale of Energy Drinks to People Under 18

**Country:** Poland

**Post:** Warsaw

**Report Category:** Beverages, Agriculture in the News, FAIRS Subject Report

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**Report Highlights:**

On January 1, 2024, new regulations will come into force in Poland, prohibiting the sale of energy drinks to people under 18 years of age. The regulations also prohibit the sale of these drinks at schools and other educational units, as well as in vending machines. The amendment to the Act imposes an obligation on producers or importers of energy drinks to include on the packaging of these drinks visible, legible, and permanent information with the wording "energy drink". U.S. exporters are advised to work closely with Polish importers to ensure compliance with the new regulation.

On January 1, 2024, new regulations will come into force in Poland, prohibiting the sale of energy drinks to people under 18 years of age. Changes are the result of the amendment to the [Public Health Act](#), which was adopted on August 17, 2023, by the Polish Parliament. The new act introduces a ban on the sale of energy drinks - which are defined as containing caffeine in a proportion exceeding 150 milligrams per liter or taurine, excluding naturally occurring substances - to people under 18 years of age. In addition, it prohibits the sale of these drinks at schools and other educational units, as well as in vending machines.

The amendment to the Act imposes an obligation on producers or importers of energy drinks to include on the packaging of these drinks visible, legible, and permanent information with the wording "energy drink".

A person who sells an energy drink to a customer under the age of 18 may be fined up to PLN 2,000 (\$512). Manufacturers and importers who do not fulfill the obligation to mark drinks are threatened with a fine of up to PLN 200,000 (\$51,000), and/or a possible penalty of imprisonment.

**Background:** A report of the [National Institute of Public Health](#) - the National Research Institute shows that 2.1 percent of children in Poland aged 3-9 regularly consume energy drinks. In the case of young people (aged 10-17), usage is at 35.7 percent in the case of boys and 27.4 percent in the case of girls.

U.S. exporters are advised to work closely with Polish importers to ensure compliance with the new regulation.

**Attachments:**

No Attachments.