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New Proposed Caffeine Regulation's Impact on Imports

Report Categories:

FAIRS Subject Report

Beverages

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Report Highlights:

Like other international food and beverage manufacturers, Israeli processors are increasingly adding caffeine to products to enhance their stimulant effect. Israel's Ministry of Health has now issued new regulatory and consumer warning labeling requirements for domestic and imported products that contain caffeine. On September 1, 2013, the new regulation's initial draft was shared with local food and beverage manufacturers, importers, and food associations (i.e., the Israeli Chamber of Commerce and the Israeli Industry Association). The 45-day public comment period ended on October 15. The new regulation requires local food and beverage processors, as well as importers, to include on the nutritional label a warning about the product's caffeine content level and consumption guidance.

General Information:

Food and beverage products containing caffeine (amendment of August 12, 2013)

1. This regulation does not apply to products labeled as coffee and or teas.
2. The import of caffeine for inclusion in food processing requires prior Ministry of Health import approval.
3. New requirements for caffeine content in food and beverage products:
 - 3.1 For consumer-ready beverages, excluding energy drinks, caffeine from any source (including guarana) cannot exceed an amount greater than 150 milligrams (mg)/liter (l); includes beverages prepared from powder or concentrate.
 - 3.2 For non-beverage, consumer-ready energy drinks, caffeine from any source (including guarana and or coffee concentrate) cannot exceed an amount greater than 320 mg/l.
 - 3.3 For food products, caffeine from any source cannot exceed an amount greater than 100 mg/l per product; the total daily consumption is not to exceed 200 mg/day.
 - 3.4 For dietary supplements, caffeine from any source cannot exceed 200 mg/day.
4. In addition to Israeli Mandatory Standard SI 1145 (i.e., labeling requirement for pre-packaged food) and public health (i.e., nutritional food) regulations, the new measure requires:
 - 4.1 For food products, beverages and dietary supplements containing caffeine from any source (including guarana and or coffee concentrate), the caffeine content level must be labeled in consumption units of 100 grams (g) or 100 ml.
 - 4.2 For food products, beverages and dietary supplements with caffeine content levels exceeding 150 mg/kilogram (kg) or 150 mg/l, beyond the caffeine content level the label must state:
 - “High caffeine quantity.” “Not recommended for children under 12 years of age, pregnant or breastfeeding women.” These marks are to follow the product’s name.
 - “Not recommended for people suffering from hypertension or heart disease.”
 - “Not recommended for people who consume food, beverages or medications containing caffeine.”
 - “Persons who use prescription medication should first consult with their doctor.”
 - “Do not use as a stimulant.”
 - “Do not consume over 200 mg of caffeine daily from sources other than coffee or tea.”
5. This regulation becomes effective six months from its publication date, canceling the food products containing caffeine directive of September 20, 2004