
OLR Bill Analysis

sHB 5269

AN ACT ESTABLISHING A WORKING GROUP TO STUDY ENERGY DRINK CONSUMPTION BY CHILDREN AND REQUIRING CERTAIN SIGNAGE AT THE POINT OF SALE OF SUCH DRINKS.

SUMMARY

This bill establishes a working group to (1) study the health risks associated with children consuming energy drinks and effects of banning their sale to children and (2) make recommendations on informational material, including signs, about the risks. The group must report its findings and recommendations to the legislature by November 1, 2026.

The bill separately requires the Department of Consumer Protection (DCP), by December 1, 2026, to (1) develop signage that incorporates the working group's recommendations and alerts consumers to the health risks associated with children drinking energy drinks and (2) post a printable copy of the signage on its website.

Beginning January 1, 2027, it also requires retailers that sell energy drinks to post the signage in a conspicuous place at their point of sale in their establishments. This requirement applies to individuals, firms, fiduciaries, partnerships, corporations, limited liability companies, trusts, and associations that sell energy drinks.

Under the bill, an energy drink is a soft drink containing (1) at least 80 milligrams of caffeine per nine fluid ounces and (2) methylxanthines, B vitamins, one or more herbal ingredients, or an ingredient labeled "energy blend."

EFFECTIVE DATE: Upon passage

WORKING GROUP ON CHILDREN AND ENERGY DRINKS

Group Charge

The working group must study (1) the health risks associated with children consuming energy drinks and (2) how banning their sale to children would affect public health and statewide energy drink sales. It must also make recommendations for (1) a public awareness campaign on the health risks, including a video for television and social media, and (2) signage to be posted at the point of sale of energy drinks in retail establishments to alert consumers to the risks.

Membership

Under the bill, the Department of Public Health (DPH) and DCP commissioners, or their designees, serve as co-chairpersons of the working group, which they must convene.

The group also includes the Children and Public Health committees' chairpersons and ranking members and at least the following people selected jointly by the DPH and DCP commissioners:

1. an advertising and marketing expert;
2. a parent or guardian of a child who experienced adverse health conditions or died from drinking energy drinks;
3. a pediatric cardiologist;
4. a national association of pediatricians' statewide chapter representative;
5. a statewide interscholastic athletic activity governing body representative;
6. a children's hospital representative;
7. a statewide association of food retailers, wholesalers, distributors, and service providers representative;
8. an energy drinks manufacturer representative; and

9. a licensed athletic trainer.

The Children Committee's administrative staff must serve as the group's administrative staff.

Report Deadline

The working group's co-chairpersons must submit a report on the group's findings and recommendations to the Children, Public Health, and General Law committees by November 1, 2026.

COMMITTEE ACTION

Committee on Children

Joint Favorable

Yea 12 Nay 5 (03/03/2026)