

# Ingredient Safety: Get the Facts



**The safety of our products is our highest priority, and Americans should have complete confidence in their favorite beverages.**

All common beverage ingredients – colors and sweeteners – have been subjected to rigorous scientific review for safety and have been approved for consumption by multiple regulatory agencies and authoritative bodies worldwide.<sup>1</sup>

<b>Blue Dye 1</b> <i>Also known as Brilliant Blue FCF</i>	Synthetic food dye providing a blue color	Found in blue- or purple-colored drinks	✓ FDA approved since 1969 ✓ EFSA reaffirmed safety in 2010 <sup>2</sup> ✓ JECFA reaffirmed safety in 2017 <sup>3</sup>
<b>Red Dye 40</b> <i>Also known as Allura Red</i>	Synthetic food dye providing a red color	Found in red-, purple- or orange-colored drinks	✓ FDA approved since 1971 ✓ EFSA reaffirmed safety in 2009 & 2015 ✓ JECFA reaffirmed safety in 2016
<b>Yellow Dye 5</b> <i>Also known as Tartrazine</i>	Synthetic food dye providing a lemon-yellow color	Found in lemon-lime or orange-colored drinks	✓ FDA approved since 1969 ✓ EFSA reaffirmed safety in 2014 ✓ JECFA reaffirmed safety in 2011
<b>Yellow Dye 6</b> <i>Also known as Sunset Yellow</i>	Synthetic food dye providing an orange color	Found in orange-colored beverages	✓ FDA approved since 1986 ✓ EFSA reaffirmed safety in 2014 ✓ JECFA reaffirmed safety in 2011
<b>High Fructose Corn Syrup (HFCS)</b> <i>Also known as Corn Sugar, Fructose Syrup and Isoglucose, Glucose-Fructose Syrup</i>	Liquid sweetener made from corn starch	Found in sugar-sweetened beverages	✓ FDA affirmed as generally recognized as safe (GRAS) in 1996 <sup>4</sup> ✓ Authorized in EU and production quota lifted in 2014
<b>Aspartame</b> <i>Also known as AminoSweet, Nutrasweet, Equal and Sugar Twin</i>	Low-calorie sweetener	Found in diet beverages	✓ FDA reaffirmed safety in 2023 ✓ EFSA reaffirmed safety in 2013 ✓ JECFA reaffirmed safety in 2023

We use the minimum amount of color or sweetener to meet consumer preferences, and these amounts fall well below the safety threshold set by regulatory agencies. Differences between formulations in the U.S. and other countries are often driven by consumer tastes.

The FDA is the nation's food safety regulator with a stated mission to ensure the safety of our nation's food supply. It possesses the expertise, resources and authority to make evidence-based determinations on ingredient safety and labeling. A state patchwork of ingredient warnings, restrictions or bans will only confuse consumers about why certain products are allowed or disallowed in neighboring states.

1 Food colors make a food or beverage visually appealing, associate the color with the flavor profile and allow for differentiation among products.  
2 The European Food Safety Authority (EFSA) is the European Union's (EU) agency that provides impartial scientific advice on the food chain.  
3 The Joint (FAO/WHO) Expert Committee on Food Additives (JECFA) is an international scientific expert committee administered by the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) to evaluate the safety of food additives.  
4 Generally recognized as safe (GRAS) means that experts agree based on available data and information that the substance is safe for the intended use in food.