

# Your Beverages Are Safe – Here's Why



You can feel confident stocking and serving the non-alcoholic beverages that Americans love. The colors and sweeteners used in drinks are safe. They have been tested and approved by food safety authorities worldwide.

## Food Colors in Drinks

Colors help drinks look the way people expect – matching the color to the flavor and allowing for differentiation among products. They have been approved for decades by the Food and Drug Administration (FDA) and other experts worldwide.

### Blue Dye 1 (Brilliant Blue)

*Gives a blue or purple color*

- ✓ FDA approved since 1969
- ✓ EFSA reaffirmed safety in 2010<sup>1</sup>
- ✓ JECFA reaffirmed safety in 2017<sup>2</sup>

### Yellow Dye 5 (Tartrazine)

*Gives a lemon-yellow or orange color*

- ✓ FDA approved since 1969
- ✓ EFSA reaffirmed safety in 2014
- ✓ JECFA reaffirmed safety in 2011

### Red Dye 40 (Allura Red)

*Gives a red, purple or orange color*

- ✓ FDA approved since 1971
- ✓ EFSA reaffirmed safety in 2009 & 2015
- ✓ JECFA reaffirmed safety in 2016

### Yellow Dye 6 (Sunset Yellow)

*Gives an orange color*

- ✓ FDA approved since 1986
- ✓ EFSA reaffirmed safety in 2014
- ✓ JECFA reaffirmed safety in 2011

## Sweeteners in Drinks

Sweeteners are part of how a drink tastes. Their safety has been repeatedly confirmed.

### High Fructose Corn Syrup (HFCS)

*A sweetener from corn, used in sodas and juices*

- ✓ FDA affirmed as generally recognized as safe (GRAS) in 1996<sup>3</sup>
- ✓ Authorized in EU

### Aspartame (NutraSweet, Equal, Sugar Twin)

*A low-calorie sweetener used in diet drinks*

- ✓ FDA reaffirmed safety in 2023
- ✓ EFSA reaffirmed safety in 2013
- ✓ JECFA reaffirmed safety in 2023

**The bottom line: we use only small amounts of colors and sweeteners to meet consumer preferences. Those amounts are far below the limits set by food safety agencies. Any differences in drinks from country to country are based on consumer preference, not safety concerns.**

<sup>1</sup> The European Food Safety Authority (EFSA) is the European Union's (EU) agency that provides impartial scientific advice on the food chain.

<sup>2</sup> The Joint Expert Committee on Food Additives (JECFA)—the global equivalent to the FDA—is an international scientific expert committee administered by the Food and Agriculture Organization and the World Health Organization to evaluate the safety of food additives.

<sup>3</sup> 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.