#KnowYourCaffeine

WHAT IS CAFFEINE?

Caffeine is one of the world's most sought after pick-me-ups, known for its stimulating effects! Caffeine (1,3,7-trimethylxanthine) is a bitter alkaloid found in **60 different plants;** it can also be synthetically produced.

WHERE IS IT FOUND?

CAFFEINE IS CAFFEINE

Whether caffeine is synthetic or natural, the structural & physiological properties are identical!

HOW MUCH IS SAFE?

According to Health Canada, the US FDA, and the European Food Safety Authority (EFSA), up to **400 mg of caffeine from all sources** is the recommended maximum caffeine daily intake for adults*.

*Except for people who are planning to become pregnant, are pregnant, breastfeeding, or children and adolescents.

400mg MAXIMUM OF CAFFEINE A DAY CAN LOOK LIKE:

x4 — 237ml Cups of Black or Green Tea (200mg of caffeine)

+

x1 — 237ml Roasted and ground, filter drip coffee (179mg of caffeine)

+

x1 — 28g of Milk Chocolcate (7mg of caffeine)

OR

x1 — 237ml Roasted and ground, filter drip coffee (179mg of caffeine)

+

x1 — 437ml Can of Energy Drink (180mg of caffeine)

OR

x1 — 237ml Roasted and ground, filter drip coffee (179mg of caffeine)

+

x1 — 250ml Can of Energy Drink (80mg of caffeine)

+

x2 — 237ml Cups of Black or Green Tea (100mg of caffeine)

FUN CAFFEINE STATS

More than **29 million** servings of coffee were consumed in Canada in 2015 up more than 5 million since 2004.[3]

93% of the caffeine in Canadians' diets comes from coffee, tea and other sources of caffeine in foods. These foods and beverages are not subject to the same demanding regulatory requirements as energy drinks.[1,2]

Coffee, tea and tap-water are the most commonly consumed beverages by Canadians between the ages of 18-79.[4]

[1] Statistics Canada, Beverage consumption of Canadian adults, 2008. http://www.statcan.gc.ca/pub/82-003-x/2008004/article/6500821-eng.pdf
[2] Health Canada, Caffeine in Foods http://www.hc-sc.gc.ca/fn-an/securit/addit/caf/food-caf-aliments-eng.php
[3] Canadian Community Health Survey Nutrition Data 2015 – Statistics Canada
[4] Coffee Association of Canada ; 2015

CAFFEINE COMPARISON

ALL THESE FOODS CONTAIN SIMILAR AMOUNT OF CAFFEINE
70mg - 90mg

8 fl oz (240ml)	1 fl oz (30ml)	8.4 fl oz (250ml)	20 fl oz (591ml)	3.5oz (100g)
Instant Coffee	Espresso Shot	Energy drink	Diet Cola	Sweet Chocolate

MYTHBUSTING

There is a common myth that caffeinated beverages are dehydrating. While caffeine itself has a mild diuretic effect, this is offset by the liquid in beverages like coffee, tea, soda and energy drinks.

FUNCTIONALITY

Caffeine works by stimulating the central nervous system and research shows moderate intake may improve mental alertness and cognitive ability.

CBA Canadian Beverage Association

Energydrinkinformation.ca