

Energy Drink Ban

BEST PRACTICE

With upcoming legislation restricting the sale of energy drinks to minors, businesses should proactively implement measures to ensure compliance and smooth operational transition.

ADOPT AN INTERNAL AGE-RESTRICTION POLICY

1

- Introduce an internal policy restricting energy drink sales to customers aged 18+ (or 16+, depending on anticipated legislation).
- Clearly communicate the policy across all store locations and ensure consistency in enforcement.
- Display in-store signage to inform customers of the age restriction and reduce potential disputes at checkout.

TRAIN STAFF ON AGE VERIFICATION PROCEDURES

- Implement a “Think 21” or “Think 25” approach for energy drink purchases, mirroring alcohol and tobacco protocols.
- Provide refresher training sessions to ensure staff understand the rationale behind the policy and how to handle customer queries.
- Reinforce the importance of verifying ID and refusing sales when age cannot be confirmed.

2

UPDATE POINT-OF-SALE SYSTEMS

3

- Configure self-checkout tills and payment terminals to flag energy drinks as age-restricted products.
- Ensure prompts require staff intervention for age verification before completing the sale.
- Test system updates thoroughly to prevent false flags or missed restrictions.

CONDUCT COMPLIANCE TESTING

- Set up external test purchasing audits
- Use results to identify training gaps, system issues, or inconsistencies in enforcement.
- Document findings and corrective actions to demonstrate due diligence ahead of the law change.

4

COMMUNICATE AND REVIEW

5

- Keep staff informed about legislative timelines and company expectations.
- Review policies regularly to align with final government guidance once published.
- Maintain open communication channels for feedback from store teams and customers.

