



All Party
Parliamentary
Group on
Dietary Health

The Officers of the APPG on Dietary Health respond to the government's response to the high caffeine energy drinks sales restriction.

The Government has today [published its response](#) to the consultation on restricting the sale of high-caffeine energy drinks to children, an important milestone in progressing a long-promised and widely supported policy.

The response confirms plans to introduce legislation prohibiting the sale of energy drinks containing to under-16s in England, and will apply to drinks, except tea and coffee, containing more than 150mg of caffeine per litre. The legislation will apply across shops, vending machines and online retailers, excluding business-to-business sales, with implementation planned for April 2027, subject to Parliamentary approval.

Jim Dickson MP, Co-Chair of the APPG on Dietary Health, said:

"It is excellent to see the Government progressing with delivering its manifesto commitment to ban high-caffeine energy drinks to children. 9 out of 10 people support this policy, which is just common sense. Parents in particular have been calling for action on this for years.

We can't be letting children drink several shots of espresso's worth of caffeine, then wondering why they can't sit still in school. The way these products have been marketed to children is nothing short of predatory, and a clear-cut example of where Government regulation is needed.

It is now vital that the incoming Health and Social Care Secretary makes bringing forward the actual legislation for this policy as soon as possible in September an absolute priority."

Baroness Joan Walmsley, Vice-Chair of the APPG, said:

"Action on this issue is long overdue, and it is good to finally see some progress on a key recommendation of the House of Lords Inquiry into Food, Diet and Obesity. Regulation to tackle these harmful products was first consulted on in 2019, and it will have been over eight years between then and a ban finally coming into place.

In those 8 years, it is horrible to think about how much avoidable harm has been done by allowing irresponsible companies to advertise and sell products to children that are blatantly unsuitable for them. This should be the beginning, not the end, of action on tackling products like these, and the companies that make and market them.

It is a testament to the influence even the most irresponsible food and drink companies have that they have been able to frustrate action for so long, despite near universal public support for measures like the ones confirmed today."

Published July 2026.

For further information about the APPG on Dietary Health, please [click here](#).

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