



2 February 2024

(24-0836)

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Committee on Technical Barriers to Trade

Original: English

NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

1. Notifying Member: <u>JORDAN</u> If applicable, name of local government involved (Article 3.2 and 7.2):
2. Agency responsible: Jordan Standards and Metrology Organization (JSMO) Tel: +962 6 5301225, Fax: +962 6 5301249 E-mail: jsmo@jsmo.gov.jo Website: http://www.jsmo.gov.jo/ Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:
3. Notified under Article 2.9.2 [], 2.10.1 [X], 5.6.2 [], 5.7.1 [], 3.2 [], 7.2 [], other: Article 2.10
4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): Food technology (ICS code(s): 67)
5. Title, number of pages and language(s) of the notified document: ENERGY DRINKS; (6 page(s), in Arabic)
6. Description of content: This Technical regulation specifies the requirements that must be met in non-alcoholic energy drinks ready for human consumption and does not include drinks for athletes
7. Objective and rationale, including the nature of urgent problems where applicable: 1. Define and regulate the composition of energy drinks to ensure consumer safety and health, many energy drinks contain high levels of caffeine and other stimulants, raising concerns about potential health risks. Establishing clear technical regulation can mitigate these risks, ensuring safer consumption. 2. Set labelling requirements for energy drinks to provide consumers with transparent information about ingredients, nutritional content, and potential side effects, Consumers should have access to comprehensive information to make informed choices. Clear labelling can assist individuals, especially those sensitive to caffeine or other ingredients, in making appropriate consumption decisions. 3. Address urgent problems associated with excessive consumption, such as adverse health effects or potential addiction to energy drinks. Instances of adverse effects, including cardiac issues or caffeine-related emergencies, have been reported due to excessive consumption. Standardization aims to mitigate these urgent health concerns. 4. Establish maximum limits for key ingredients like caffeine, taurine, or other stimulating substances to prevent overconsumption. Caps on these substances can prevent health

risks associated with excessive intake, including heart palpitations, increased blood pressure, or potential adverse effects on mental health.

This technical regulation lies in the need to protect consumers from potential health risks associated with energy drink consumption, especially considering the rising popularity and consumption rates globally.; Protection of human health or safety

8. Relevant documents:

- Australian Standard 2/4/6, Composition of caffeine beverages.
- Government of Canada, Provisional Marketing Authorization Category Specific Guidance, Caffeinated Energy Drinks, December 2013
- Egyptian Standard 4244/2020, Energy Drinks.
- Lebanese Standard Specification 802/2018, Energy Drinks.
- Gulf Standard 1016/2015, Microbiological Standards for Commodities and Foodstuffs.
- Gulf Standard 2538/2017, maximum limits for ethyl alcohol (ethanol) residues in foods.

9. Proposed date of adoption: 16 November 2023

Proposed date of entry into force: 16 May 2024

10. Final date for comments: 60 days from notification

11. Texts available from: National enquiry point [] or address, telephone and fax numbers and email and website addresses, if available, of other body:

Jordan Standards and Metrology Organization (JSMO)

WTO/TBT Enquiry Point

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https://members.wto.org/crnattachments/2024/TBT/JOR/24_00960_00_x.pdf