

# Caffeinated gum taken off the market

By ACSH Staff — May 9, 2013

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Well, that didn't last long. Wrigley has taken its new caffeinated gum off the market while the Food and Drug Administration investigates the effect of caffeine on children and adolescents.

Each of the eight pieces of Alert Energy gum contained about 40 milligrams of caffeine about the equivalent as half a cup of coffee. It's been on the market for about a month, joining other caffeinated products like Jelly Belly's Extreme Sports Beans.

After discussions with the FDA, we have a greater appreciation for its concern about the proliferation of caffeine in the nation's food supply, Wrigley President Casey Keller [told The Associated Press](#) [1]. There is a need for changes in the regulatory framework to better guide the consumers and the industry about the appropriate level and use of caffeinated products.

Deputy FDA commissioner Michael Taylor [says](#) [1] Wrigley's decision to stop production demonstrates real leadership and commitment to the public health.

ACSH's Dr. Josh Bloom agrees. It's not regular soda pop, he says. It's got a significant amount of drug in it. It's certainly within the FDA's realm of influence to look at it. I mean, food and drug they're putting drugs in the food.

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[1] <http://www.nydailynews.com/life-style/health/wrigley-pulls-caffeinated-gum-fda-concerns-article-1.1339290>