



General Assembly

February Session, 2026

Substitute Bill No. 5269



AN ACT ESTABLISHING A WORKING GROUP TO STUDY ENERGY DRINK CONSUMPTION BY CHILDREN AND REQUIRING CERTAIN SIGNAGE AT THE POINT OF SALE OF SUCH DRINKS.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (*Effective from passage*) (a) For the purposes of this section,
2 (1) "energy drink" means a soft drink that contains (A) not less than
3 eighty milligrams of caffeine per nine fluid ounces, and (B)
4 methylxanthines, B vitamins, one or more herbal ingredients or an
5 ingredient labeled "energy blend", and (2) "social media" has the same
6 meaning as provided in section 9-601 of the general statutes.

7 (b) There is established a working group to (1) study the (A) health
8 risks associated with energy drink consumption by children, and (B)
9 anticipated effects of a prohibition on the sale of energy drinks to
10 children on (i) the state-wide sale of energy drinks, and (ii) public health,
11 and (2) make recommendations for (A) a public awareness campaign
12 concerning such risks that shall include, but need not be limited to, a
13 video recording for publication or broadcast on television and social
14 media, and (B) signage alerting consumers to such risks, to be posted at
15 the point of sale of energy drinks in retail establishments.

16 (c) The Commissioners of Public Health and Consumer Protection
17 shall jointly convene the working group, which shall include, but need
18 not be limited to, the chairpersons and ranking members of the General

19 Assembly having cognizance of matters relating to children and public
20 health, and the following additional members, who shall be selected
21 jointly by the commissioners: (1) An individual with expertise in
22 advertising and marketing, (2) the parent or guardian of a child who
23 experienced adverse health conditions or died due to the consumption
24 of energy drinks, (3) a pediatric cardiologist, (4) a representative of a
25 state-wide chapter of a national association of pediatricians, (5) a
26 representative of a state-wide governing body for interscholastic athletic
27 activities, (6) a representative of a children's hospital in the state, (7) a
28 representative of a state-wide association of food retailers, wholesalers,
29 distributors and service providers, (8) a representative of a
30 manufacturer of energy drinks, and (9) a licensed athletic trainer. The
31 Commissioners of Public Health and Consumer Protection, or the
32 commissioners' designees, shall serve as cochairpersons of the working
33 group. The administrative staff of the joint standing committee of the
34 General Assembly having cognizance of matters relating to children
35 shall serve as administrative staff of the working group.

36 (d) Not later than November 1, 2026, the cochairpersons of the
37 working group shall submit a report on the working group's findings
38 and recommendations to the joint standing committees of the General
39 Assembly having cognizance of matters relating to children, public
40 health and consumer protection in accordance with the provisions of
41 section 11-4a of the general statutes.

42 Sec. 2. (NEW) (*Effective from passage*) (a) For the purposes of this
43 section, (1) "energy drink" means a soft drink that contains (A) not less
44 than eighty milligrams of caffeine per nine fluid ounces, and (B)
45 methylxanthines, B vitamins, one or more herbal ingredients or an
46 ingredient labeled "energy blend", and (2) "social media" has the same
47 meaning as provided in section 9-601 of the general statutes.

48 (b) Not later than December 1, 2026, the Department of Consumer
49 Protection shall develop signage alerting consumers to the health risks
50 associated with energy drink consumption by children and make a
51 printable copy of such signage available on the department's Internet

52 web site. Such signage shall incorporate the recommendations
53 submitted by the working group established pursuant to section 1 of this
54 act.

55 (c) On and after January 1, 2027, each individual, firm, fiduciary,
56 partnership, corporation, limited liability company, trust or association
57 engaged in the business of selling energy drinks to retail consumers in
58 the state shall post the signage developed pursuant to subsection (b) of
59 this section in a conspicuous place at the point of sale of such energy
60 drinks.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	New section
Sec. 2	<i>from passage</i>	New section

Statement of Legislative Commissioners:

In Section 1(b)(2)(B), "signage to be posted at the point of sale of energy drinks in retail establishments alerting consumers to such risks" was changed to "signage alerting consumers to such risks, to be posted at the point of sale of energy drinks in retail establishments" for clarity, and in Subsec. (d), "study" was changed to "findings" for clarity.

KID *Joint Favorable Subst. -LCO*