

**HIGH IMPORTANCE**

Dear Member,

You may have seen the recent coverage on the government's commitment to ban the sale of high-caffeine energy drinks to children. Whilst we recognise the intentions of the policy in principle, we are extremely frustrated and concerned about their clear preference to apply a blanket policy to **ban sales of energy drinks from all vending machines regardless of the age of the person buying them.** We have been engaging with the Department of Health and Social Care throughout this process, using every opportunity to highlight the clear fact that over 80% of vending machines are **NOT** in public areas and therefore under 16s are simply unable to purchase products from these machines.

This proposal has a significant impact on our industry and we will be providing a comprehensive response to the public consultation which has now launched. The consultation can be found [HERE](#) and closes on 26 November 2025. We are urging you to submit a response to the consultation and we will be circulating further information in due course to assist you with this process.

After a meeting with their officials, it has been made clear the issue is due to enforcement of the policy. We will be focussing our efforts on ensuring our industry is heard loud and clear to make sure this policy is not implemented, however **we also need your help!** We have drafted a letter/email highlighting the impact this policy would have on the industry and we need you to send it to your local MP. Please find the letter below.

Find your MP: [Find your MP - MPs and Lords - UK Parliament](#) – please use your business postcode.

**The louder our voice, the more chance we have of changing the outcome.**

If you have any questions or would like any further information, please contact the office.

Dear [MP NAME],

We are contacting you about the government's preference to implement a blanket ban on selling energy drinks in vending machines regardless of age, as referenced in the [banning the sale of high-caffeine energy drinks to children consultation](#). This proposal goes far beyond the government's commitment to ban the sale of energy drinks to children.

As a business within the vending and automated retail industry, this proposal would deal a damaging blow to our business, industry and wider supply chain. With over 80% of vending machines in closed workplaces, it is simply not practical or effective to apply this blanket ban given under 16s are clearly unable to access these machines.

We are already dealing with increasing costs and regulation such as Extended Producer Responsibility and the impending Deposit Return Scheme. A total ban on energy drinks sold through vending machines would not only cost our industry up to £32m a year, it would risk job security and the viability of our business.

As a business within your constituency, **we are urging you to contact the Health Secretary to request this unfair proposal is scrapped.**

We look forward to hearing from you.

Yours sincerely,

[Insert your name]

[Insert Company Name]