

# United States Senate

WASHINGTON, DC 20510

November 26, 2013

Stefan Kozak  
Chief Executive Officer  
Red Bull North America  
1740 Stewart Street  
Santa Monica, CA 90404

Dear Mr. Kozak:

We write to express our concerns about the marketing of Red Bull energy drink products to children. Despite statements from your company that Red Bull does not market to children, examples of what appear to be targeted marketing of your products to children have come to our attention. Most recently, we found that Carrera, a slot car toy manufacturer, is selling Red Bull slot car toys on store shelves and online. On the Hobby Lobby website this product is featured with a manufacturer's suggested age of "8 years and up."<sup>1</sup> Another Carrera product, the Red Bull Buggy Radio-Controlled Vehicle, is sold on the Walmart website. The product's specifications indicate that the toy is safe for use at ages 3 and up.<sup>2</sup> Additionally, the website for Carrera features several other toys with the Red Bull name and logo.<sup>3</sup>

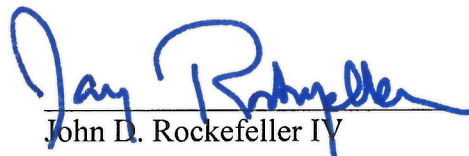
Over the past few years, there has been growing concern about the potential health risks posed by energy drinks. The Food and Drug Administration, with support from the Institute of Medicine, is conducting an investigation to strengthen its understanding of energy drinks and the health risks posed by these products, particularly for vulnerable groups, including children and adolescents. Further, a hearing on July 31, 2013, before the United States Senate Commerce, Science, and Transportation Committee explored concerns raised by medical professionals and public health experts about the potential risks associated with the consumption of energy drink products by children and teenagers.

In light of public health concerns regarding the consumption of high levels of caffeine by children and adolescents, we are deeply concerned by the marketing of a Red Bull toy. Please provide a written response explaining why Carrera is selling toys that prominently display the Red Bull name and logo, whether and to what extent similar other toys feature Red Bull's logo, and what steps your company is taking to prevent this type of marketing in the future.

Sincerely,



Richard J. Durbin



John D. Rockefeller IV



Richard Blumenthal



Edward J. Markey

<sup>1</sup> <http://shop.hobbylobby.com/products/red-bull-rb7-sebastian-vettle-no-1-slot-car-891127/>

<sup>2</sup> <http://www.walmart.com/ip/Carrera-Red-Bull-Buggy-Radio-Controlled-Vehicle/24675236>

<sup>3</sup> <http://www.carrera-toys.com/us/products/red-bull-exclusive-license/>