**Whole Foods Market**

***Standard for Added Caffeine in Products***

**Products Not Covered**

This is a standard to ensure customers are aware of caffeine intake from the food, beverage and dietary supplements we sell. Certain caffeine-containing products require labeling. The following product types do not require labeling:

*Coffee, tea, and yerba mate as the identifying ingredient. Including, but not limited to, ground coffee and coffee beans, packaged teas, bottled teas, cold brews, bottled coffee drinks, and coffee or tea flavored foods) like a* coffee-flavored nutrition bar or a green tea ice cream)

**Covered Products**

Food, beverage, and dietary supplement products with *added caffeine*—either purified caffeine or naturally-occurring caffeine from herbal ingredients—are acceptable according to our Quality Standards, but these Covered Products are required to meet the following requirements:

* The following products must disclose clearly and prominently on the front panel of the product label the product contains caffeine, when caffeine exceeds 15mg per serving:
	+ Products which contain added purified caffeine.
	+ Products which contain added caffeine from an herbal ingredient, such as guarana.
	+ Products which contain coffee, tea, and/or yerba mate which are not part of the product name.
* The amount of caffeine *per serving* must not exceed the normal range of caffeine found in 6 to 8 oz of drip brewed coffee, approximately 100-150mg.
	+ For beverages and foods, if more than one serving is found in the same package and the amount of caffeine per package is greater than 150 mg, then label should state the amount of caffeine per serving *and* per package.
* Extended-release caffeine is an unacceptable ingredient according to our Quality Standards, so products with extended-release caffeine are not allowed in the stores.

*Questions about this policy should be directed to the primary Whole Foods Market contact.*