

Wrigley takes new caffeinated gum off market

May 9 2013, by Mary Clare Jalonick



This product image provided by the Wm. Wrigley Jr. Company shows packaging for Alert Energy Caffeine Gum. Wrigley says it is taking a new caffeinated gum off the market temporarily as the Food and Drug Administration investigates the safety of added caffeine. The company said Wednesday, May 8, 2013, that it has stopped new sales and marketing of Alert Energy Caffeine Gum "out of respect" for the agency, which said it would investigate the health effects of added

caffeine in foods just as Wrigley rolled out Alert late last month. A stick of the gum is equivalent to half a cup of coffee. (AP Photo/Wm. Wrigley Jr. Company)

(AP)—A Food and Drug Administration investigation into the safety of caffeine-added foods has prompted Wrigley to take its new caffeinated gum off the market for the time being.

The company said Wednesday it will temporarily halt [sales and marketing](#) of the new caffeinated gum after discussions with the FDA. President Casey Keller says the company made the move "out of respect" for the agency, which said it would investigate the [health effects](#) of added caffeine on children and adolescents just as Wrigley rolled out Alert late last month.

A stick of the gum has the caffeine equivalent of half a cup of coffee.

Keller said the company has halted production of the gum to give the agency time to regulate the caffeine-added products.

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