

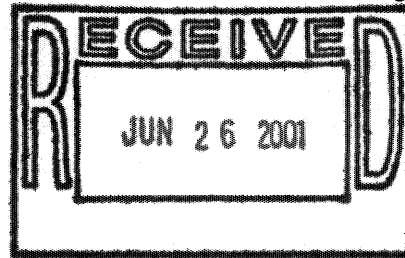


HANSEN BEVERAGE COMPANY

June 18, 2001

1010 Railroad Street  
Corona, California 92882

Certified Mail – Return Receipt Requested  
Food and Drug Administration  
Office of Nutritional Products,  
Labeling and Dietary Supplements (HFS-810)  
Center for Food Safety and Applied Nutrition  
200 C Street, SW  
Washington, DC 20204



909•739-6200  
Fax 909•739-6210

Dear Sir/Madam:

Notice is hereby given pursuant to the requirements of Section 403(r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug and Cosmetic Act and in accordance with the requirements of 21 C.F.R. 101.93, that Hansen Beverage Company, 1010 Railroad Street, Corona, California 92882, is marketing a dietary supplement bearing the following statements on the label and/or in the labeling:

#### TEXT OF CLAIMS

##### Energy

Energy Supplement with Soy Protein, Taurine, Ginseng, Gotu Kola, & 100% Vitamins A, C, E

Each dietary supplement bar includes a combination of heart healthy soy protein and Antioxidants for a healthy lifestyle. Each bar has only 190 calories or less and 26 essential Vitamins and Minerals. Supplementing your diet on the go has never been healthier or better tasting.

##### Energy Bar

The "Burst of Energy Supplement Bar" – This chocolate brownie dietary supplement bar is the most delectable on the shelf today! One taste and you'll be convinced that this is surely the #1 dietary supplement chocolate bar with the benefits of taurine, ginseng, gotu kola key vitamins and ingredients. From early morning to that late afternoon or evening need for energy, this is the bar to grab.

#### NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM

Soy Protein  
Taurine  
Panax Ginseng Root  
Gotu Kola Leaf Extract  
Rice Syrup  
High Fructose Syrup  
Cane Sugar

97S 0162

LET 8228

HANSEN FDA Notification - Energy


Corn Syrup  
Fructose  
Oligofructose  
Dextose  
Maltodextrin  
Beta Carotene  
Vitamin A  
Vitamin C  
Vitamin D  
Vitamin E  
Vitamin K  
Thiamine (Vitamin B-1)  
Riboflavin (Vitamin B-2)  
Niacin  
Vitamin B-6  
Folate  
Vitamin B-12  
Biotin  
Pantothenic Acid  
Calcium  
Iron  
Phosphorus  
Iodine  
Magnesium  
Zinc  
Selenium  
Copper  
Manganese  
Chromium  
Molybdenum  
Potassium

**NAME OF SUPPLEMENT (INCLUDING BRAND NAME)**

Hansen's® Natural – Energy

The undersigned certifies that the information contained in this notice is complete and accurate and that Hansen Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,  
**Hansen Beverage Company**

  
Julie Holbrook, Vice President  
Food and Specialty Division