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HANSEN BEVERAGE COMPANY

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June 15, 2001

Food & 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

Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21U.S.C.343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21CFR101.93, that Hansen Beverage Company of 1010 Railroad Street, Corona, California 92882, within the past 30-days commenced marketing a dietary supplement bearing the following statement on the label and/or in the labeling:

Text of Claim:

energy
energy supplement

Everyone needs a "jump start" from time to time, first thing in the morning, at afternoon break or before a challenging activity. Hansen's® energy supplement is specially formulated with the amino acid Taurine, Panax Ginseng, Ginkgo Biloba, key B Vitamins, Glucose and other ingredients, which are intended to provide a positive energy boost. Hansen's® energy is lightly carbonated with a great tasting citrus flavor. Reach for a Hansen's® energy when you need to be your best. It's the Real Deal!

It is no wonder they call it the "human race." It seems we are running everywhere these days. Unfortunately, given this frantic pace, we sometimes run out of steam. Hansen's® energy was conceived and

specially formulated to provide an immediate boost whenever you need it the most.

Ingredients that are subject of claim:

Taurine
Panax Ginseng (root)
High Fructose Corn Syrup
Glucose
Citric Acid
Ascorbic Acid
Caffeine
Ginkgo Biloba (leaf)
Guarana Extract
Niacinamide
Riboflavin
Pyroxine Hydrochloride
Cyanobalamin

Name of Supplement

Hansen's® - energy

We hereby certify that the information contained in the above notice is complete and accurate, and that Hansen Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,

HANSEN BEVERAGE COMPANY



Mark Hall
Senior Vice President

MH:bv