

Do you agree or disagree? Why?

- I would like to try a drink called "Cocaine Energy Drink."
- I couldn't live without at least one cup of coffee a day.
- Caffeine is a drug, and no one under 16 should be able to drink it.
- Caffeine is a drug, and should be made completely illegal.
- I feel like I am always in a rush and I never have enough time to finish anything.

1.

Brainstorm words and ideas associated with "caffeine" for 2 minutes.

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2. Brainstorm with a partner(s) all the fads you can remember in your lifetime. What were they? What happened to them? Were any dangerous? silly? Important?

Ex: Snake on Nokia phones, jelly shoes and perms.



3. Fill in the blanks with the correct word:

warn	hook	side effects	reports	appeal
ho-hum	daring	decade	potential	regulated

- a. Nutritionists [] that the large amounts of caffeine and sugar can be dangerous.
- b. The drink can [] kids on an unhealthy up-and-down cycle.
- c. The vitamins can cause their own [] if taken every day for a period of months.
- d. The most alarming news comes from [] that kids are drinking several energy drinks for the high.
- e. Danger adds to the [].
- f. One creator wanted to initially call her drink Reboot--"a pretty [] name."
- g. She chose to be [], and called the drink "Cocaine Energy Drink."
- h. Bartenders have mixed the first energy drink in the West, called "Red Bull," for more than a [] with vodka.
- i. The [] for accidents and alcohol poisoning increases.
- j. Energy drinks aren't [] in the U.S.

4. Guess whether the sentences are true or false:

- a. Doctors are worried about the number of energy drinks that were released this year.
 - True
 - False
- b. Although too much caffeine is unhealthy, the vitamins make the drinks healthy.
 - True
 - False
- c. Kids like the danger of the energy drinks.
 - True
 - False
- d. Some energy drinks are made with beer.
 - True
 - False
- e. Drinking energy drinks mixed with alcohol makes you less drunk.
 - True
 - False

5. Read the following article:

More than 500 new energy drinks have been released this past year, and it has doctors worried. **Nutritionists warn** that the large amounts of caffeine and sugar in each drink can **hook** kids on an unhealthy up-and-down cycle. The drinks contain **megadoses** of vitamins, too. These can cause their own **side effects** if taken every day for a period of months.

But maybe the most **alarming** news comes from reports that kids are drinking several **in a row** for the high it gives. More and more calls are coming in to poison-control centers from young people sick on too much caffeine.

Danger adds to the **appeal**. Most brands target in on the danger, particularly towards males teens and twenty somethings. There is "Cocaine Energy Drink," "Pimpjuice," and "Bawls." Hannah Kirby, the creator of Cocaine Energy Drink, said she first wanted to call it "Reboot"--"a pretty **ho-hum** name." But the name was already taken, so she chose to be **daring**. The drink is getting the attention she desires, too. Kids quickly noticed it among a thousand other energy drinks. Their slogan: "The Legal Alternative."

Some beer manufacturers now produce "energy beers," or beer that contains caffeine. But mixing energy drinks with alcohol isn't so new. Bartenders have mixed the first energy drink in the West, called "Red Bull," for more than a **decade** with vodka. Although the energy drink-alcohol combination doesn't make you feel as drunk, you still are. **Coordination** and reaction times **worsen**. The **potential** for accidents and alcohol poisoning increases.

Just how much caffeine does an energy drink contain? A study at the University of Florida discovered that many of the drinks contain two to four times the amount of caffeine as Coke. The serving size, though, is usually one-third smaller than a standard can. Energy drinks aren't regulated in the U.S., but the study strongly suggests **warning** labels.

6. Answer the questions to check comprehension:

- a. What do nutritionists warn of?
- b. Why are poison-control centers being called more often?
- c. What is the appeal of names like "Cocaine Energy Drink," "Pimpjuice," and "Bawls?"
- d. What is the primary concern of mixing alcohol with energy drinks?
- e. Why does the Florida study suggest regulating caffeine drinks?

7. You want to make \$1,000,000, and have decided to break into the energy drink market. With a partner, think of the following, then present to the class.

- a. What is the name of the drink?
- b. What makes your drink special/better than the other energy drinks?
- c. Who will you market it towards?
- d. What problems do you anticipate from parents and governments, and how can you reduce possible protests?
- e. Think of a slogan for your drink (E.G. "Red Bull gives you wings." or "Party like a Rockstar." or "BOUNCE with BAWLS!" or "Pimpjuice: Hip-Hop's #1 Energy Drink.")
- f. Now, present your drink to the class!