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| *www.IowaABD.com* | *Lynn M. Walding, Administrator* |

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| *December 31, 2004* | |

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**1. New Year’s Cheers**

*Register Wire Services*

December 29, 2004

**Mixed drinks have been around since the 1920s. Making them is not rocket science, says a longtime bartender, who considers them an American tradition.**



DES MOINES, IA – Years of experience have taught that the best way to get invited to a holiday cocktail party is to throw your own. No trouble attracting other guests, especially now, because the word “cocktail” has again become the drinker’s bell.

Although alcohol has always claimed its customers, cocktail popularity runs in woozy cycles. Mixed drinks were first big during the decade they were more or less invented, the still war-traumatized 1920s.

In the 1950s, it was the infamous hour – or two – before dinner. Fifty years later, the ever-elegant cocktail hour is right at home with a spread of age groups – from baby boomers and their parents to Generation Xers and their pals.

The twist this time around is tasting parties, where you can sip several classics or appreciate the nuances of variations on a theme, such as martinis or a Scotch sampling.

Although the concept is similar to the wine-tasting party craze of a decade ago, it offers more than the opportunity to purchase a case of wine. Now, you can have your drinks and learn to make them, too.

“The cocktail, whether it’s served at a certain time of day or at a specific party, is a metaphor for the American people,” says master mixologist Dale DeGroff, a bartender for nearly 25 years, a dozen at New York’s famed Rainbow Room. “It’s here to stay, and it’s as much a part of Amerca as baseball and jazz.”

DeGroff – host of some legendary tasting parties, his friends and colleagues say – wants to untangle the process and the products. “The mystery and insecurity about mixing drinks is totally unfounded,” says DeGroff, who owns an extensive collection of antique cocktail shakers. “Making drinks at home is not rocket science.

The Well-Equipped Bar

Here is a list of home basics:

**BARWARE MIXERS AND CONDIMENTS**

1 cocktail shaker or metal mixing cup Soda (club, gingerale, cola, diet cola)

1 mixing glass Cranberry juice

1 long-stemmed stirring spoon Orange juice

1 ½ ounce shot glass Lemons and limes

1 cocktail strainer Vermouth (sweet and dry)

1 bar knife Triple Sec

2 bar towels Bitters

1 bottle / can opener Maraschino cheeries

Assorted glassware and stemware Cocktail onions

**SPIRITS**  Olives

Bourbon or Tennessee whiskey Grenadine

Brandy Sweetened lime juice

Gin Tabasco sauce

Rum (light and dark) Worcestershire sauce

Scotch Superfine sugar

Another whiskey

Tequilla

Vodka

Liqueurs

“If you don’t want to try even a simple drink, then punches, for example, are a wonderful, easy thing to make. Or take a gin and tonic, add bitters and you have a new drink. If you take a little extra time and be creative, it’s quite easy and you’ll make better drinks.”

The cocktail party or hour – defined as social activities or daily rituals organized around drinks made with distilled spirits – is really an exercise in nostalgia, both for a slower pace of life and for time set aside for conversation. Few dress for cocktails anymore, but if a man showed up in a smoking jacket or a woman in a little black dress, the gesture would be welcomed.

Anticipation is a huge factor said Judy Blatman of the Distilled Spirits Council, a national trade association headquartered in Washington D.C.

“People want to slow down, to take some time for themselves,” she said. “There’s a genuine desire now to revel in the process of making a drink.”

So, a happy New Year to all. Just share it with your friends.

Sparkling Campari Cocktail

Cut a grapefruit in half. Squeeze juice from one half and reserve. Cut both halves into wedges and set aside.

Simmer ½ cup sugar and 4 ounces water until slightly thickened, 2 minutes. Add grapefruit wedges and cook 5 minutes. Let cool.

Combine 8 ounces each vodka and Campari, 5 ½ ounces sweet vermouth and the cooled grapefruit and syrup. Refrigerate at least 1 hour.

Strain mixture and divide, over ice, among eight wineglasses. Top with a splash of reserved grapefruit juice and 3 ounces sparkling Moscato. Serves eight.

Citrus Gin

Fill a pitcher with ice.

Add 4 ounces gin, 1 ounce dry vermouth, 1 ounce limoncello and 4 dashes orange bitters.

Stir vigorously until the outside of the pitcher beads with sweat.

Strain into two cocktail glasses. Serves two.

Rosmarino

In a lidded, 2-quart canning jar, combine 4 (8 inch) rosemary branches and 2 ounces boiling water. Cover tightly, shake vigorously and set aside until rosemary is bright green, 10 minutes.

Add 8 ounces ice-cold water, 1 liter vodka, 4 ounces dry vermouth and 2 ounces Pernod. Cover tightly, shake vigourously and refrigerate for two days.

Discard rosemary. Place two caper berries in each glass.

For each serving, fill cocktail shaker with ice, add 3 ounces mixture and shake vigorously. Strain into glasses. Serves 16.



**2. New Year's Drink Could Cost Thousands**

By Christian Richardson, staff writer – *Sioux City Journal*

December 30, 2004

SIOUX CITY, IA -- For some a beer, gin and tonic or a glass of fine champagne could all cost the same in the end, a recent study that examines the economic cost of that last New Year's Eve drink shows.

The beverages that are served up for a fist full of dollars carry a hefty price tag for those who are pulled over for operating a vehicle while intoxicated, according to the Iowa Alcoholic Beverages Division.

That last drink could cost $4,435, Lynn Walding, Iowa Alcoholic Beverages Division administrator, said Wednesday.

During a three-month study the Iowa Alcoholic Beverages Division -- based in Des Moines -- interviewed OWI offenders, groups impacted by drunken driving and members of the court system. Walding said the goal was to find out what the cost of a .08 blood-alcohol level is for a first-offender who drives drunk but is not involved in an injury accident. Walding said the study assumes the person pleads guilty to the charge.  
  
After crunching the numbers, Walding said the $4,435 breaks down into the following:

-- vehicle towing and storage fee $57

-- driver's license reinstatement fee $20

-- new driver's license $23

-- driver's license civil penalty $200

-- car insurance premium increase $900

-- interlock "blow & go" device $390

-- OWI criminal penalty fee $1,000

-- OWI classes $250

-- OWI substance abuse evaluation $45

-- probation administration fee $250

-- attorney fees $900

-- missed wages $400.

Walding said he hopes those figures will touch the common sense of people who will be drinking Friday night.

"The decision for drunk driving," Walding said, "has to be made while you're still sober."

He encourages those who will be drinking to not drive and to find alternative forms of transportation.

Walding said a person convicted of driving drunk also faces immeasurable societal costs. Beyond economics that first-offender could face jail time, assistant Woodbury County attorney Loan Huynh said.

A driver with a blood-alcohol level over .15 percent faces a mandatory minimum two-day jail sentence and could be sentenced to up to one year, Huynh said.  
  
A driver with a blood-alcohol level under .15 percent can have the two-day sentence suspended or expunged from his or her record, but also faces a one-year probation and 100 to 200 hours of community service, she said.

"Added to the possibility of hurting or killing themselves or others, it's a risk nobody can afford to take," Walding said. "And it's certainly not a good way to start the New Year."



**3. Iowa Alcohol Sales Continue on an Upward Pace**By Darwin Danielson *– Radio Iowa*

December 23, 2004

The alcohol continues flowing at a brisk pace in Iowa.

The director of the Iowa Alcoholic Beverages Division, Lynn Walding, says alcohol sales are moving along at a pace that could top last year's 10-percent increase. He says this year's liquor sales are exceeding last year's by over 12-percent -- and he says a lot of the gain is coming from flavored vodkas.

Walding says wine sales are up eight percent -- but sales of suds have suffered. He says the only category that's down is beer - which is down about one percent. He says there's a lot of speculation in the industry that beer's loss has been liquor's gain, and he says the numbers in Iowa support that.

While more expensive liquor is being sold, Walding doesn't think that has anything to do with the economy of the state. He says liquor sales have been up in good and bad economic times and he thinks the business is recession proof. He says it has more to do with emotional values rather and economic values.

Walding says the recent nesting feelings people have had following the 9-11 attacks contribute to increased sales. He says as people stay at home and use Iowa as a regional tourism destination, sales have risen. He says the Okoboji region is always a leader in sales and he attributes that to all the tourism in the area.

Walding says this remains the busiest time of the year for alcohol sales. He says it's not like it used to be where this is the predominant time of the year. And he says they don't seem to get the slowdown in late January and February that they used to get. He says sales at other times of the year have picked up.

The fiscal year for the department runs through July, so Walding says it's not guaranteed the increase in sales will hold. He says if he were betting, he would bet the trend would continue. He says if it does continue, then they'll do more than 140-million dollars in wholesale sales.

Liquor sales in the state generated just over 48 million dollars in net profit for the state in the last fiscal year.



**4. State Allows Beer Sales at Rock Creek**  
By Kay Luna – *Quad City Times*

December 23, 2004

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CAMANCHE, Iowa — When the river thaws, Walt Wickham’s staff expects to have beer on ice.

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The Clinton County Conservation Board director said a recent state ruling means Rock Creek Marina and Campground will start selling beer this spring when the small camp store opens for the season.

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The ruling overturned the Clinton County Board of Supervisors’ denial of the conservation board’s request for a Class C beer permit that would allow the sale of packaged beer and wine coolers at the county-run park south of Camanche.

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Park officials appealed to the Iowa Department of Commerce Alcoholic Beverages Division and won the case in an administrative law judge’s ruling filed Dec. 14. “The local authority has failed to provide any legally sufficient reason to deny the application,” Administrative Law Judge Margaret LaMarche wrote in her ruling.

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The county has 30 days to file an appeal, but county officials said they don’t expect to take that action.

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Wickham said the conservation board hoped to boost its shrinking budget by offering beer sales at the marina and campground, where visitors already are allowed to bring in and consume their own alcohol.

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He said campers and fishermen often ask why beer isn’t sold at the camp store, so park officials decided to ask for a beer permit.

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Board of supervisors member Lewis Todtz said the three-member panel voted against the idea in early September after concerns arose about liability issues. He said if someone buys beer at the camp store and becomes involved in a drunken-driving accident, the board fears the county could get blamed.

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“We’ve always tried to maintain a more family-oriented atmosphere at the park,” Todtz said. “The board just did not feel that was something the county should be involved in.”

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The judge’s ruling noted that the conservation board’s budget has been cut considerably in the past two years, and the extra income might help with plans to expand the facility and services.

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“The board of supervisors has told the conservation board to be creative in raising money to supplement their budget,” LaMarche wrote. “The conservation board believes by selling packaged beer in its camp store, it will be able to raise additional funds and provide additional amenities to its users.”

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The ruling states that only three people have spoken in opposition to the permit, and those people sell beer within two or three miles of the campground.

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The judge notes that liquor licenses are not granted or denied based on public opinion, and also can’t be denied “based solely on the opinion that it is not in the public interest for beer or liquor to be sold at a particular location.”

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“We don’t have any ideas that we’re going to get rich off of this, but it’s a little added income,” Wickham said. “It’s one more way to make a little bit of money.”



**5. Alcohol Ads Coming Under Scrutiny**

By Michael Doyle – *Bee Washington Bureau*

December 17, 2004

WASHINGTON — Federal regulators are surfing the Web and trolling the airwaves in a more aggressive search for "improper" alcohol advertising.

For California wineries, the aggressive enforcement could mean more second-guessing of ad campaigns. One wine industry advocate likened it to Uncle Sam's stationing a black-and-white police cruiser on the information superhighway, warning people to slow down.

"They are throwing out a pretty wide net," Wine Institute attorney Wendell Lee said, citing the new campaign by the federal Alcohol and Tobacco Tax and Trade Bureau.

This worries some winemakers, even though they say advertising issues may be more prevalent with beer or distilled spirits than with wine.

"I certainly hope I'm not one of those chosen to be scrutinized," said Brian Fitzpatrick, owner of the El Dorado County-based Fitzpatrick Winery. "Not that we have anything to hide, but just because of the time involved."

A recent encounter with federal officials showed Fitzpatrick what government marketing oversight can mean.

For years, he included a Celtic fairy tale on his King's Red premium table wines. This year, though, he said the government directed him to remove the phrase "the land of Zin" from the yarn, because he was not specifying the percentage of zinfandel in his wine. Now, it refers simply to the "land of Z."

**Sex sells, and it's selling booze**

Certainly, from television to the frontiers of the Internet, alcohol advertising has been taking off in some eye-catching ways.

The labels and Web site for Cleavage Creek Cellars of California features an abundantly bosomed woman and the reminder that some proceeds benefit breast cancer research. A Doc Otis Hard Lemon Beverage ad in Maxim magazine shows a kneeling woman in a thong bikini that peeks out from her jeans. Ads for Three Olives Vodka show scantily clad women posing inside giant martini glasses.

Until now, federal regulators emphasized voluntary monitoring, with producers "invited" to submit ads for review. Now, regulators are adopting what they call a "more proactive approach," as they search for everything from false health claims and juvenile appeals to "subliminal representations that are obscene or indecent."

Selected wineries, distillers and brewers will now be told to provide a wealth of promotional information. This could include posters, press releases, Web sites, magazine ads, and television and radio advertisements.

Regulators say they will target selected producers, for selected products, based on complaints and the government's own research. Other producers will be selected at random for review.

The aggressive federal oversight comes as alcohol advertising itself soars on many fronts.

The number of alcohol ads on television increased to a record 298,054 last year, according to a tally by Georgetown University's Center on Alcohol Marketing and Youth. The count was 209,909 in 2001.

Three out of four alcohol ads are for beer and ale, the study notes, while wine ads account for barely 5 percent of the total.

An earlier study by the center found wine advertisers taking a more sober approach on the Internet. In a spot check of alcohol industry Web sites last year, the center found three out of four beer Web sites included interactive games like putt-putt golf or shooting at aliens. By contrast, only one out of 28 wine Web sites reviewed included games.



**6. Drink Your Medicine? Weighing the Health Benefits, Risks of Alcohol**

Source: *Wall Street Journal;* Page D1

December 28, 2004

There is a drug that can lower your risk of heart attack, diabetes, osteoporosis and mental decline by 30% to 60%, but doctors aren't prescribing it.

The reason? It is alcohol.

Increasingly, scientific research supports the idea that drinking a small amount of alcohol each day is better for you than never drinking at all. This isn't true for people with some conditions, but overall, data collected from large observational studies show that drinking moderate amounts of alcohol can lower the risk of dying by about 25% in any given year for the average person, compared with those who rarely drink.

The evidence that alcohol is good for you continues to spark debate in the medical community about whether doctors have an obligation to inform patients about the health benefits of drinking. Because excessive alcohol consumption can be harmful -- causing addiction, traffic accidents and potentially fatal medical problems -- most doctors say it is never a good idea to tell a nondrinking patient to start consuming alcohol. Although most people can drink responsibly, it is impossible to know which patient may eventually start to abuse alcohol as a result of moderate daily consumption.

In addition, even small amounts of alcohol can increase risk for certain health worries, such as breast and colon cancer. And much of the research on alcohol's benefit comes from studies that observe people over time, rather than controlled clinical trials, which are more reliable.

So while the evidence is strong, it isn't conclusive. As a result, the American Heart Association doesn't recommend drinking alcohol to gain cardiovascular benefit, noting that there are less risky ways to protect your heart.

But the issue poses a significant dilemma for doctors. If a physician is aware of a drug that could have life-saving benefits, he or she has an ethical and legal obligation to inform the patient -- even if the drug carries risks. Shouldn't the same rules apply to alcohol?

"There's no doubt in my mind that if we had a public policy encouraging people to drink a little bit of alcohol, the net outcome would be very negative," says Pittsburgh cardiologist Richard N. Fogoros. "But doctors don't treat society -- they treat individuals, and for any given individual, this information may be materially beneficial."

Here's a look at the benefits of moderate drinking.

**HEALTH RISK EFFECT OF ALCOHOL**

Heart attack 37% lower risk in men who drink five to seven days a week

Diabetes 34% lower risk of developing disease; up to 60% more protection for diabetics at high risk of heart attack

Stroke 40% to 60% lower risk with one to two drinks a day

Dementia 42% lower risk with consumption of one to three drinks daily

Osteoporosis Women who have six or seven drinks a week have significantly higher bone density than nondrinkers

Source: Southern Medical Journal, July 2004

Another reason doctors should be talking more about alcohol is that patients are confused. Countless news reports have touted the health benefits of alcohol, while others have linked it with a higher risk for certain cancers and other problems. Few people understand how much alcohol is good for you and at what point it can start to cause harm.

In a scientific advisory statement issued in 2001, the American Heart Association noted that there were at least 60 studies linking alcohol consumption with lower heart-attack risk. Research also shows that regular and moderate alcohol consumption lowers risk for diabetes, osteoporosis, dementia and stroke.

For instance, in the Nurses Health Study, which follows more than 80,000 women, those with diabetes who drank at least a half-serving of alcohol a day had a 52% lower risk for heart attack than nondrinkers. (A serving is a glass of wine or beer or a shot -- 1 to 1.25 ounces -- of whiskey). A 2,000-patient study showed that people who were moderate drinkers in the year before heart attacks had a 32% lower risk of dying during the four years after the heart attack. A 17-year study in England of more than 5,000 men found that moderate drinkers were 34% less likely to develop diabetes.

But even in small amounts, alcohol can increase some health risks. A person who has two drinks a day has a 75% higher risk for oral cancers and a 51% higher risk of esophageal cancer than the average person who rarely drinks. Two drinks a day increases the risk for colon cancer by 8%. For women, even small amounts of alcohol increase breast cancer risk by 30%.

As a result, people need to take into account family history and personal concerns. A woman with a strong family history of breast cancer or someone with a family history of alcoholism might decide to forgo alcohol altogether. But someone without those added risk factors who is worried about heart attack might consider drinking small amounts of alcohol daily.

This summer, the Southern Medical Journal published a review of the major studies looking at alcohol and health, including data collected in the nurses study and on 88,000 doctors in the Physician's Health Survey. The bottom line: the maximum health benefits come with one half to one serving of alcohol a day. At that amount, heart protection is high but risk for other alcohol-related health problems is at its lowest.

People who drink somewhat more -- for women, two to three drinks a day, for men, three or four -- aren't changing their odds. Their overall risks are the same as people who don't drink at all. But once women go above three drinks and men go above four drinks, they put themselves at far higher risk for other alcohol-related problems.

John B. Standridge, associate professor at the University of Tennessee and a specialist in both addiction and family medicine who authored the SMJ review, doesn't think doctors should advise patients to start drinking because it is impossible to know who might become addicted. At the same time, he notes that a patient who is well-known by a doctor, has no abuse history and needs aggressive intervention for heart risk, might consider moderate alcohol.

"Nowhere in medicine is the double-edged sword so sharp on both sides," Dr. Standridge notes.



**7. TTB Announces Final Regulations on Alcohol Content of Flavored Malt Beverages**

**December 29, 2004**

WASHINGTON, DC -- The Alcohol and Tobacco Tax and Trade Bureau (TTB) today announced final regulations restricting the alcoholic makeup of flavored malt beverages. The regulations will be published in the Federal Register January 3, 2005.

The new regulations require that, in order to continue to be taxed and treated as beer or brewed beverages, the majority (51 percent or more) of alcohol in flavored malt beverages be the product of brewing. No more than 49 percent of the alcohol may come from other flavorings added to the product. Treasury's regulations were also amended to require the alcohol content to appear on the label of flavored malt beverages (unless prohibited by state law) to prevent misleading labeling.

The new standard allows only half the amount of added distilled spirits alcohol flavoring currently found in many flavored malt beverages. Since these modifications will require changes in manufacturing and production, industry will be given one year, from the date of publication in the Federal Register, to comply with the new standard.

The new standards limit added alcohol to be consistent with the relevant statutes and achieve the goal of Executive Order 12866 which requires agencies to design regulations in the most cost-effective manner to achieve the regulatory objective. The new regulation achieves the appropriate balance by protecting the public from misleading or confusing labeling while ensuring that the revenue laws are enforced without unduly burdening commerce.

Brewed products and distilled spirits are treated differently under existing statutes, but the amount of added distilled spirits alcohol derived from flavors allowed in malt beverages is not specifically defined by those statutes. The recent popularity and market growth of these products therefore gave rise to the need for new, clear standards.

Careful study determined that a large number of these products currently derive nearly all of their alcohol content from flavorings containing distilled spirits rather than from fermentation during brewing.

Treasury originally put forth two alternatives: one that would have allowed one-half of one percent of the overall alcohol content to come from distilled spirits/flavors, and another, now being adopted, requiring the majority of the alcohol to be the product of brewing. Comments on the first proposed regulations provided evidence that such a stringent standard would have unfairly affected production investments made since 1996 when a specific alcohol content in such beverages had not yet been specified.



**8. Magazines Sort Drinking-Age Readers for Ads**

By Deborah Ball, Staff Reporter – *The Wall Street Journal*

December 23, 2004

When Tim Murphy, brand manager for Absolut, was placing new ads for the distiller's flavored vodkas, he considered ESPN The Magazine because its youthful readership would provide the 21-to-29-year-old drinkers he wanted to reach.

He worried, though, that too many underage readers would see the ads, a violation of industry advertising codes prohibiting liquor companies from marketing to minors. To win advertising from Absolut's maker, V&S Vin & Sprit AB, the sports magazine suggested an option it devised last year: issues of the magazine containing the ads would be mailed only to subscribers ESPN had determined were of legal drinking age. Absolut accepted.

ESPN isn't the only magazine offering special print runs designed to reach only subscribers at least 21 years old. The magazines -- typically sports, music and entertainment publications -- say the extra cost and effort of screening their subscribers are worth it as a way to help insulate liquor advertisers from accusations that they are targeting minors.

Otherwise, they fear a rerun of the precipitous drop in tobacco advertising they endured a few years ago when cigarette makers, once a mainstay for magazines, scaled back advertising after coming under fire for targeting young consumers. Moreover, publishers are trying to ensure that liquor companies, which are advertising more on TV, don't outright defect to other media.

"Liquor is a very important category. We are trying to find ways for them to remain in the magazine," says Rolling Stone magazine Publisher Steve DeLuca.

Advertisers who are using the 21-plus editions include Boston Beer Co.'s Sam Adams and Heineken NV. Diageo PLC has placed ads for its Smirnoff vodka, Jose Cuervo tequila and Crown Royal Canadian whiskey in music magazines Vibe, Spin, Rolling Stone and ESPN The Magazine this year. When Allied Domecq PLC's Courvoisier cognac, a drink that has become hot among young urban consumers, launched a new campaign for its XO Imperial brand early this year, it advertised for the first time in Vibe, thanks to its 21-plus option, says Simon Hunt, Allied Domecq's marketing chief for North America.

The magazines' approach for the liquor companies borrows a practice from general-interest magazines like Time Warner Inc.'s Time and Sports Illustrated, which sell advertisers various editions of the same issue with ads targeting readers according to income, job title, age, sex, and geographic area. They use U.S. census data and credit-rating agencies to cull information about their readers.

For the 21-plus editions, publishers start with the names and addresses of their subscribers and run them against up to three outside databases, including that of the credit-rating agency Equifax, to find readers who are 21 and over. For instance, Spin has identified a group of 256,000 subscribers, out of a total subscriber base of 478,000, who turn up in a database showing that they are at least 21. Vibe developed its program from a similar offer it had created for Kool cigarettes several years ago, according to Publisher Carol Watson. Magazines charge a premium of 10% to 20% of an ad's price to cover the extra production costs and database search.

While it's not an exact science -- some subscribers who are over 21 don't receive the targeted editions because they couldn't be matched in the databases -- liquor companies say they've made a big effort to match readers with the right issues.

The spark for the booze-friendly editions came after two industry trade groups, the Distilled Spirits Council of the United States and the Beer Institute, both tightened their advertising codes in the past 18 months to make it tougher for liquor ads to reach minors.

Now, alcohol companies can advertise only in publications with at least 70% of readers over the legal drinking age, up from the 50% threshold that some companies had imposed on themselves. As a result, some youth-oriented magazines saw a fall in alcohol advertising.

With the new rules, liquor companies were particularly concerned about not having their ads appear in newsstand copies, which typically have younger readers than subscriber copies. While a bit more than 30% of the 1.3 million people who buy Rolling Stone -- subscribers and newsstand purchasers -- are under 21, that figure is higher in areas like college campuses, where more students buy the magazine and pass it around rather than subscribe, says the publisher, Mr. DeLuca.

At the same time, spirits companies -- traditionally big print advertisers -- are increasing their TV ad budgets faster than their ones for magazines. These companies have for decades abided by a self-imposed ban on advertising on network television. In recent years, however, a number of the bigger companies have run commercials on cable stations and the broadcast networks' local-affiliate stations.

Spirits companies' TV spending jumped to $40.3 million last year from $3 million in 1999, according to TNS Media Intelligence/CMR. During that time, their spending on print advertising rose 48% to $173 million from $117 million, providing a rich substitute for tobacco, whose print advertising fell 49%. Altria Group Inc.'s Philip Morris USA cut magazine advertising by 94% from 1998 to 2003, for example.

The 21-plus editions, while still a niche, are showing early success. Absolut also advertises with Rolling Stone, Vibe and Spin in such special runs. ESPN The Magazine had planned to offer a 21-plus version eight to 10 times a year when it first launched in September 2003, but it now offers it for all 26 issues per year.

As the liquor makers come under increasing pressure to demonstrate that they are not marketing to minors -- several lawsuits have been filed in the past year accusing some beer and spirits companies of intentionally targeting underage drinkers -- more magazines are likely to offer a 21-plus option to keep jittery advertisers, say publishing and liquor industry executives. Such nervousness was evident recently when Brown-Forman Corp., owner of Jack Daniels, pulled ads for the Tennessee whiskey from the October issue of music magazine Blender because teen star Hilary Duff appeared on the cover.

Since then, a number of spirits companies, including Brown-Forman and Allied Domecq, now require that they get a head's up on any cover models or editorial content that might attract underage readers.

Blender publisher Malcolm Campbell says that more than 70% of Blender's readers are over 21 and he doubts that a single cover would skew the readership significantly. Nonetheless, he says he may need to eventually offer a 21-plus edition just to ease the concerns of advertisers.

"It's the trend of the future," Mr. Campbell says. "It may not be a question of pure numbers. The need to do it may be based solely on demands from advertisers."



**9. Bar Owner Makes Case, Gets Arrested**

By James Quirk Jr.– *The Hawk Eye*

December 29, 2004

**Deputies nab Ron Hobbs after he seeks liquor license renewal.**

BURLINGTON, IA --A rural Danville tavern owner attended Tuesday's supervisors meeting hoping to get his liquor license renewed, but was arrested instead.

As supervisors were about to decide whether to grant Ron Hobbs a new liquor license for his tavern, Hobnobbers, on U.S. 34 about a mile west of Danville, Sheriff Mike Johnstone addressed the board with a recommendation to deny the request.

Johnstone said Hobbs, among other things, did not properly fill out the application for the liquor license by failing to include his complete criminal history.

Hobbs and some of his family members told the board that Johnstone has been determined for the past two years to shut down his bar because of a grudge.

As for the application, Hobbs listed two drunken driving charges, one from 1986 and the other from 1995, Johnstone said, but failed to list charges leveled against him over the past year, including domestic abuse, simple assault and accessory after the fact.

"It could be a violation of Iowa law which could be a serious misdemeanor, for not properly disclosing all the information necessary, particularly criminal history," Johnstone said.

Hobbs also stated in the application that Pam Beavers of Danville owned 20 percent of the business, which opened two years ago, while he owned 80 percent of it, Johnstone said.

Johnstone said Beavers told him she no longer wants to be a part owner of the business.

But what concerned Johnstone the most was the result of a nearly yearlong investigation into Hobnobbers.

In February, a deputy observed three people drinking beer after the legal closing time of 2 a.m., Johnstone said.

In June, Hobnobbers allowed patrons to gamble in an illegal raffle, he said.

On Nov. 28, Hobnobbers again was permitting patrons to consume alcohol after 2 a.m., and also allowed an underage person to gamble, Johnstone said.

Hobbs also was charged with three counts of selling alcohol to minors on Nov. 27 and Nov. 28, he said.

Hobbs' liquor license expired on Dec. 22. Johnstone said he was caught bootlegging by authorities on Sunday by selling alcohol to underage patrons.

Johnstone told Hobbs at the meeting that he would be arrested at its conclusion for the charges, which include seven counts of miscellaneous prohibitions, all simple misdemeanors, and one count of bootlegging, a serious misdemeanor.

Hobbs said he submitted the liquor license application on Dec. 20, but was told by county officials that it was too late for it to appear on the board's Dec. 21 meeting agenda and that a decision on it would have to wait until Tuesday's session.

He said Judy Seib with the Iowa Alcoholic Beverages Division informed him last week that it would be no problem to continue operating his tavern as long as his application has been submitted.

" 'We'll temporarily let you stay open until you get on the agenda,' " Hobbs said Seib told him.

"This is an attempt by the sheriff and (County Attorney Pat Jackson) to try and shut me down," he said.

Hobbs added that Seib also told him not to "put down every nitpicking charge against you" on the application, only convictions.

The only thing Hobbs claims Seib told him to put on the application was his drunken driving charges.

"She said if you haven't been convicted, don't put anything down," Hobbs said. "So there are no charges against me."

Hobbs said about two years ago, shortly after opening Hobnobbers, his son, Dustin, outran Johnstone in a high–speed chase, an incident that spawned Johnstone's "vendetta" against Hobbs and his family.

Hobbs told the board he plans to send a letter to the office of the state ombudsman requesting an investigation into Johnstone, a letter to the Iowa County Attorneys Association requesting an investigation into Jackson, as well as suing the county for $200 million.

Supervisors' Chairman David Miller and Supervisor Ed Blow voted to deny Hobbs' request for a liquor license. Supervisor Tim Hoschek was absent.

Hobbs' former wife, Paula Hobbs of Danville, told the board the sheriff's department has been harassing her family for the past two years, including shining a spotlight on her home two years ago after Dustin Hobbs outran Johnstone.

The Hobbs' other son, Preston, agreed with his family and said Johnstone has been trying to find a reason to shut the tavern down for the past two years.

"They (deputies) make it out to be problematic, because if you go to any other bar anywhere in the United States you're going to have problems if you dig deep to look for them," Preston Hobbs said. "I just think a lot of stuff is blown way out of proportion because they watch that bar closer than they watch anybody else, and not because of problems, because they're looking for problems."

When Hobbs exited the board room, he was greeted by two deputies, who arrested him on the various simple misdemeanor charges and the recent bootlegging charge.

Hobbs was taken to the Des Moines County jail and was later released after posting $6,275 bond.

After the meeting, Johnstone denied having a vendetta against the Hobbs family and said he knew nothing of a chase involving himself and Dustin Hobbs.

Johnstone said the only thing he knows about Dustin Hobbs is that he's been arrested in the past for driving while barred.

Johnstone said he tried to work with Ron Hobbs during the past two years, explaining to him the do's and don'ts of running a tavern.

"We have used a great deal of tolerance with Mr. Hobbs and his operation," he said. "It simply came to a point that we could no longer ignore what's going on."

Johnstone said his office began working with the state Department of Criminal Investigation in November because the illegal activities at Hobnobbers continued to build.

Johnstone said charges weren't filed sooner against Hobbs because "we wanted to show that there was a pattern of activity going on out there."

Law enforcement authorities in the state have a year from the date of a misdemeanor to file charges on the incident, he said.

"I think Ron has a problem with authority in Des Moines County," Johnstone said. "We are not harassing Mr. Hobbs or his family. We are simply following up on complaints we've received. By law, we are required to do that."

Johnstone categorized the statements made by the Hobbs family about a vendetta as "absolutely ridiculous.

"The statements are absurd and unbelievable," he said.

Seib, contacted after the meeting, deferred comment to her supervisor, Lynn Walding, director of the Iowa Alcoholic Beverages Division.

Walding said Seib told Ron Hobbs that he would be able to operate his tavern temporarily if he received permission from supervisors first.

Walding also stated that Seib did not tell Hobbs that he only needed to list his criminal convictions on the license application.

The application clearly states to list all arrests, indictments, summonses, convictions and deferred judgments, Walding said.

Johnstone said he could have arrested Hobbs before the start of the meeting, but waited until it was over so Hobbs "could speak his peace."



**10. 13 Businesses Cited for Alcohol Violations**

*Des Moines Register*

December 28, 2004

DES MOINES, IA -- Thirteen of 30 businesses failed alcohol compliance checks done last week by the West Des Moines Police Department, a number Chief Jack O'Donnell called "unacceptable."

In the compliance checks on Dec. 17, officers used an underage youth to go into each establishment and try to buy alcohol. Citations were issued to employees who sold alcohol to the youth.

There are 127 businesses in West Des Moines that hold some type of liquor license. The West Des Moines police routinely check the businesses to determine whether they are complying with the law regarding the provision of alcohol to minors.

The following establishments were found to be noncompliant:

Cafe Su, 225 Eighth St.; Casey's General Store, 108 Eighth St.; Chuck E. Cheese's, 1431 22nd St.; Famous Dave's, 1720 22nd St.; Garcia's, 1250 Eighth St.; Jimmy's American Cafe, 1238 Eighth St.; Junction 122 Bar and Grill, 122 Fifth St.; Krueger's Amoco, 1272 Eighth St.; Maddy's Place, 1306 Grand Ave.; The Tavern, 205 Fifth St.; Tobacco Outlet, 1220 Grand Ave.; Valley West Pub, 1551 Valley West Drive; and Walnut Creek Inn, 1258 Eighth St.



**11. “Girlie Drinks” Target Underage Consumers**

Editorial *- Des Moines Register*

December 30, 2004

The American Medical Association just released two eye-opening nationwide polls that reveal the extent of underage consumption of and marketing exposure to alcopops.

These “girlie drinks” are sweet-flavored, malt beverages branded with hard-liquor names such as Smirnoff Ice, Bacardi Silver and Jack Daniel’s Hard Cola.

They appeal to the tastes of younger, less-experienced drinkers, especially girls. Alcopops are marketed as sexy and cool, but their sweet taste can’t mask their serious health consequences, such as brain damage, liver disease and menstrual disorders.

While the alcohol industry claims to target only legal-age drinkers with alcopops marketing, these findings prove the ads reach millions of young girls. Teen girls reported seeing or hearing more alcopops ads than women over 21. Consequently, girls also reported drinking alcopops more than any other type of alcohol.

Iowa’s teenagers are not immune to the prevalence of alcopops. The popularity of these “girlie drinks” makes our coalition’s work to reduce underage drinking that much harder.

We need the help of Iowa’s parents, teens, businesses, elected officials and law enforcement to counter the many community factors that contribute to youth alcohol abuse. This includes curbing aggressive advertising for products that clearly target and reach underage girls.

By Jim Clayton, coordinator

Stepping Up Project

University of Iowa, Iowa City

