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

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|  | e - NEWS |
| *January 21, 2005* | |

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**1. A New Gin Player**

By David Goetz *- The Courier-Journal*

January 16, 2005

**Brown-Forman may join 'the other white spirit' game**

Brown-Forman Corp. is considering a jump into the gin pool, as soon as the weather warms up.

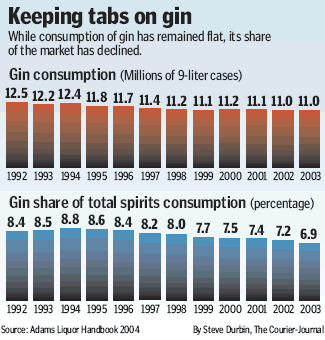
"We are working toward a late spring, early summer introduction of a gin" but it would be premature to say much more about it, said Brown-Forman spokesman Phil Lynch. "We don't have a name for it yet or a package for it."

Mosaic 59 was in the early running for the name, Lynch said, but that ran into trademark hangups.

About the only thing certain is it would be an entry into the high-end market, where most of the growth in gin sales has been.

Gin is the only major liquor category missing from the Brown-Forman portfolio. That hasn't been a big problem, because U.S. gin consumption has been flat. The drink's share of the spirits market continued a nine-year decline in 2003.

Vodka still is by far America's favorite mixable, but with the cocktail culture flourishing and club-goers looking for new flavors and colors in their drinks, there's a buzz in the liquor business that gin might not be just "the other white spirit" anymore and could have some growth potential.

"People have been waiting for the gin category to kind of pop, primarily because the vodkas have done so well," said Larry Kass, spokesman for Heaven Hill Distilleries in Bardstown.

"Gin seems to be steady or increasing a little bit for us," said Jim Watts, buyer for the Liquor Barn chain of party stores. "It's not something you're going to see jump 40 percent in a month or a year. It's a gradual comeback."

Heaven Hill updated the point-of-sale materials for its domestic Burnett's brand last year around the tag line "the gin with the smooth British accent" to emphasize its English heritage and borrow some of the cachet of the growing imported brands.

No import is growing faster than Bacardi's Bombay Sapphire. The giant rum maker has spent heavily on advertising and promotion for the upscale extension of its Bombay brand, including commissioning martini glass designs from an array of noted architects, artists and designers.

Everything about Bombay Sapphire, from the blue bottle to its magazine advertising, is calculated to create a contemporary, hyper-cool image. It even describes the taste as "less ginny," with almond and licorice among the flavors accenting the traditional juniper berry.

Bombay Sapphire's U.S. volume sales more than doubled between 1998 and 2003, according to Adams Liquor Handbook. It has roared past Beefeater into second place among the imports behind Tanqueray. Its 650,000 cases sold in 2003 were a 7 percent increase over the year before.

Sapphire is 94 proof, while the original Bombay gin is 80 proof, Watts said. "A purist gin drinker would like the higher proof, probably. Alcohol enhances flavor."

With dozens of flavored vodkas on the market, "the idea of flavors in white spirits has become very, very big," Kass said. "And gin is what a lot of people call the original flavored white spirit."

Gins are made by infusing grain alcohol with juniper and other "botanicals" — bark, roots or herbs in varying combinations that add hints of flavor and aroma.

That has given producers a little marketing leverage as they try to create demand for new premium and super-premium brands. Tanqueray No. Ten boasts grapefruit, orange, lime and chamomile. The new Beefeater Wet from Allied Domecq reportedly tastes like pear. Clove is the signature flavor of new Magellan, from Crillon Importers, which owes its blue color to an infusion of iris flowers and roots.

Rob Maurer, sales representative for Bryant Distributing Co. in Louisville, is handling a new offering called Hendrick's, from importers William Grant & Sons in New York. Hendrick's bills itself as "a most unusual gin" with maybe the most unusual of botanicals — cucumber.

"It just adds a little different flavor," Maurer said. "I think it really smooths it out."

The liquor market goes in cycles, Maurer said, and while vodka still is going strong, producers are always trying to anticipate the next new thing.

"Everybody's looking for a niche to fill. Now it seems to be focusing on the upper-end gins," Maurer said. That's where the opportunities and the profits are. "I don't think it costs that much more to make it, but they're going to get three or four more dollars (a bottle) for it."

The appeal is to consumers looking for something out of the ordinary.

"They want to be on the cutting edge, so they can be the first to tell their friends," Maurer said. "There are certain accounts around town, bars and restaurants as well as liquor stores, that are looking for the next best thing, too — something they have to offer their clientele and spread the word, to make it kind of a hot brand at their location."

Diageo LLC's Tanqueray is still by far the leading import. It's more of a traditional gin, Watts said. "Tanqueray has a more pronounced juniper-berry taste to it than the Bombay does by a long margin."

But despite all the fancy bottles and tastes, an old standby still dominates the U.S. market and it might give the best indication of all which way the gin market is going.

Seagram's Gin is a medium-priced domestic brand owned by Pernod Ricard that's been around for a long time. It reversed a years-long decline in volume sales in 2003. It was up just 1 percent, but that amounted to nearly 30,000 more cases.



**2. Stepping Up Head Says it's His Last Call**

By Alex Lang *- The Daily Iowa*

*January 18, 2005*

Citing time constraints, the coordinator of the community's effort to limit alcohol consumption announced on Monday that he is stepping down.

"I'm not really stepping down," said Jim Clayton, the coordinator of the Stepping Up Program. "I'm stepping aside. I am going back to work on the coalition."

The program, funded by a grant from the Robert Wood Johnson Foundation, aims to curb underage and binge drinking at the UI.

Clayton, who has led the program for two years, had shared the top position program with Carolyn Cavitt until she died of a brain tumor in September.

"I've been working 20 hours a week as coordinator," he said. "It is a full-time job, and after a few weeks, we decided a full-time person was the way to go."

He said he hopes the new coordinator will continue the progress the program had made and will find a way to maintain the program's funding. The grant that funded the program will expire in August 2006.

If funding cannot be secured, the new coordinator will have to find a way to support the program's most successful initiatives, such as Night Games at the Field House, nonalcoholic tailgating, and continued community education. Many universities have a position similar to the Stepping Up coordinator paid by the university, Clayton said.

Looking back, he said he wished he could have seen change in the community occur faster. He added that he understood change takes a while, but it was still frustrating at times.  
  
"I'm very sorry to see him leave. He was a great leader," said Mary Khowassah, the Stepping Up chairwoman. "He was able to get the information out to the community much better then someone from the university could have."

Khowassah said Clayton's most valuable asset was being able to work with both the community and the university in an effort to curb underage drinking. She did not feel Clayton's stepping down would set the program behind in achieving its goals.

Clayton said his proudest achievement was the university and the community coming together to tackle the issue. When the program first started, it was a university-wide initiative, and now the program has the city and community involved in curbing underage and binge drinking.

"His experience has been invaluable," Khowassah said. "It's going to take another a good while to catch up."

The UI has posted the opening on its website; applicants have until Jan. 28 to apply. Clayton will not step aside until a replacement is found.



**3. $60.0 Million Awarded in New Jersey DWI Crash**

Source*: NorthJersey.com*

January 19, 2005

In one of the largest personal-injury awards in state history, jurors gave more than $60 million Tuesday to the family of a Cliffside Park girl who was crippled in a car crash caused by a drunken fan who had been guzzling beer at a Giants game.

Today, the Hackensack jury is to determine whether punitive damages must be paid by the two defendants found liable for the October 1999 crash: Aramark, the $5 billion food-service giant that holds the liquor license at Giants Stadium, and the driver, Daniel Lanzaro of Cresskill.

After deliberating for nine hours over two days, the five women and three men on the panel returned a 7-1 verdict in Superior Court, finding that Aramark vendors irresponsibly sold alcohol to Lanzaro while he was visibly drunk at a Giants game on Oct. 24, 1999.

Lanzaro, who began drinking at a tailgate party earlier that day, left the stadium and went to two strip clubs before his pickup truck slammed head-on into a car on Terrace Avenue in Hasbrouck Heights.

The driver of the car, Ronald Verni, was not injured. But his wife, Fazila Baksh Verni, remained in the hospital for two months, and their daughter, Antonia, was paralyzed from the neck down.

Lanzaro, a carpenter and father of two, had a blood-alcohol level nearly three times the legal limit, authorities said. He pleaded guilty to vehicular assault and is serving a five-year sentence in state prison.

The Vernis sued Aramark, among other defendants, maintaining that the company was negligent in selling up to 17 beers to a stumbling, fumbling and speech-slurring Lanzaro at the stadium.

State law holds alcohol vendors liable for negligence if they serve alcohol to visibly intoxicated patrons.

Aramark lawyers told jurors during the monthlong trial that Lanzaro was an experienced longtime drinker who didn't show signs of intoxication. The company's vendors were fooled, its attorneys said, maintaining that Aramark itself was a victim in this case.

In a contest for victimhood, however, the corporation was no match for Antonia Verni, now 7, who brought many of the jurors to tears as she testified from her wheelchair.

Her father, the only one in the family who was present when the verdict was announced, broke into tears.

"Everybody takes a healthy life for granted," Ronald Verni said later. "This is what it's worth."

The family's lawyer, David Mazie, called the verdict fair.

"We can't allow another Antonia Verni," he said.

Aramark lawyer, Keith Harris, declined to comment. He referred questions to company spokeswoman Debbie Albert, who also declined to comment until the jury makes a decision on punitive damages today.

The jurors on Tuesday awarded $30 million for Antonia's pain and suffering, $22 million for lifetime medical care, and $1.35 million for projected earnings that she will lose for the rest of her life.

The remaining portion of the award was for Baksh Verni's medical expenses, lost wages, and pain and suffering.

Another $10 million, in addition to the entire award, could go to the plaintiffs in "pre-judgment" interest, which is calculated as of the time a lawsuit is filed.

The amount awarded Tuesday is entirely compensatory - solely to cover plaintiffs' losses - and doesn't include punitive damages, which are intended to penalize the defendant.

In order for punitive damages to be awarded, Mazie must prove to the jury that Aramark vendors were guilty of "willful and wanton disregard for the safety of others" in selling beer to an intoxicated fan.

The proceeding is expected to take about half a day.

"If we win, it will send a message to the industry - and hopefully change the way beer is sold," Mazie said.



**4. Raising the Stakes on Underage Drinking**

*By DI Editorial Board – Daily Iowan*

[January 20, 2005](http://www.dailyiowan.com/main.cfm/include/displayIssueArticles/issue_date/20050120.html)

Anyone who did not get enough alcohol controversy back in the fall might be in luck, as it remains to be seen whether the City Council will be persuaded to put off further action on a 21-only ordinance for at least another year - or, perhaps, actually find an alternative that is widely accepted.

Meanwhile, true to its word, the city is looking for other options to address alcohol problems on its own. On Jan. 29, our local state representatives will come to Iowa City to discuss what our local government would like our state government to do. Among the city's desires is legislative action to raise the maximum amount that one can be fined for possession of alcohol under the legal age.

As it stands now, a first-offense PAULA will cost approximately $147 with court costs included, which our municipal leaders regard as being a tad low. (For purposes of comparison, in the college town of Lincoln, Neb., you'd get a $500 penalty for the same offense.) And while this page has printed complaints in the past from students who think the city is too harsh already, it's our belief that higher fines are justified.

In principle, we would prefer a lower drinking age, but that isn't feasible because of a 1984 federal mandate that required states to keep their minimum legal ages at 21 or forfeit a substantial portion of highway funding. It's the law in Iowa and in every other state, whether it should be or not; and those who choose to break that law don't have much basis to complain when they are punished for it. Much sillier would be an environment in which people could choose not to follow whatever law they find inconvenient without substantial consequence - an environment seemingly not too different from the downtown Pedestrian Mall on a Saturday night.

In some ways, raising PAULA fines may cause problems similar to a 21-ordinance: Underage drinkers may decide that house parties are less likely to get them busted than a downtown crawling with cops. Our legislators should be mindful of this. However, unlike a 21-ordinance, higher PAULA fines wouldn't penalize or restrict law-abiding citizens simply because they happen to be younger than a certain age.

Will higher fines discourage underage drinking? We think so. Obviously, it will make people more concerned about being caught, and an easy way to not be caught is to not break the law in the first place. And because the bars won't be off-limits, people are faced with a dilemma: It's hard to book a band at a house party.

Undoubtedly, there are a lot of students who would not appreciate any measure that could make their nightlife more costly. But laws should be obeyed, and penalties should be stiff enough to deter law-breaking; otherwise the law is essentially meaningless. Until it becomes legal for those under 21 to consume alcohol - which likely won't be anytime in the near future - we hope the city makes progress in creating a stronger deterrent.



**5. Quandary for Colleges: How to Battle Binge Drinking**

*The Christian Science Monitor*

January 17, 2005

As Lynn Gordon "Gordie" Bailey Jr. prepared for his freshman year at the University of Colorado last fall, his parents gave him the usual warnings about alcohol - be careful, don't ever drink and drive. They didn't mention the warning that drinking too much at one sitting could prove fatal.

"That's not even in your realm of thinking," recalls his stepfather, Michael Flanahan. "If it had been, we would have talked about it, and we didn't."

For its part, the university did give advice about alcohol poisoning to Mr. Bailey through an online program required of all freshmen. In addition, strict new rules at the school allowed administrators to suspend students after just two alcohol-related rules violations.

None of this, however, prevented fraternity members from hazing Bailey on Sept. 16 with an initiation ritual that reportedly required him to down gallons of wine and liquor.

By the next morning, he had died, the level of alcohol in his blood more than three times the legal limit for driving in many states.

Now, Bailey's family are asking tougher questions aimed at the university's policies, joining other parents and students appalled by a recent spate of fatal alcohol overdoses around the country.

College administrators, meanwhile, are torn about what to do.

"We want people to be free, but we also want to keep them from hurting themselves," says Aaron White, an assistant research professor of psychology at Duke University who studies alcohol use on campus.

Despite education programs and tougher rules on some campuses, there is evidence that patterns of alcohol abuse have shifted in recent years - and not for the better.

Surveys suggest more than 8 in 10 college students drink, with half of those regularly engaging in "binge drinking" - downing so much alcohol that they become intoxicated.

"We have a younger generation that is drinking much differently than the generation I belonged to," says Mr. Flanahan, a Dallas real-estate developer who graduated from college in 1968. "They're drinking with a purpose, and the purpose is to get drunk."

Indeed, while the number of college-age heavy drinkers has stayed stable for the last several years, research suggests that they're drinking more on average.

Since last September, students at Colorado State University and the University of Oklahoma have also died from apparent alcohol poisoning.

"Alcohol use on campus is nothing new. What seems to be new is drinking to the point of directly dying from alcohol use," says Mr. White. He helped develop an online alcohol-education program called AlcoholEdu, which is now in use at about 350 colleges. At the University of Colorado at Boulder and other schools, students must log onto a website, sit through a three-hour presentation, and pass a test before beginning their freshman year.

White acknowledges that education efforts go only so far, and he says they're ineffective in many cases.

"Simply telling students that they'll kill brain cells if they drink too much, for example, is not an effective way to prevent excessive drinking," agrees Mark Goldman, associate director of the National Institute on Alcohol Abuse and Alcoholism.

Part of the problem is the lack of research into the best prevention strategies. The studies on college drinking that do exist are "relatively new, and the data are incomplete," according to Mr. Goldman, who adds that many administrators become "demoralized" after their approaches fail to reduce problems.

Students aren't sure of the best strategies either. "There has to be some sort of generational shift away from feeling that getting super-drunk is a cool and fun thing to do," says Kent Green, news editor at the University of Colorado's student newspaper. "I don't know how you do that."

A small number of colleges have made themselves "dry" - banning alcohol use everywhere on campus, including dorms and pubs. Strict enforcement of alcohol rules also appears to be on the rise: The University of Oklahoma is emphasizing its three-strikes policy, which mandates suspension after the third time students are caught with alcohol.

The University of Colorado, which had been suspending about 30 students a year for alcohol violations, now only allows two strikes instead of three.

"It is actually very strict," says administrator Robert Maust, who oversees alcohol and drug abuse policies. "You could be suspended just for being in the presence of alcohol, even if everybody agrees it's not your alcohol and you weren't drinking."

Fraternities are also under heavy fire these days - not surprisingly, given the close link between the fraternity culture and alcohol abuse.

Fraternity house residents are twice as likely as other students to indulge in binge drinking, according to the Harvard School of Public Health's 2001 College Alcohol Study.

The death of Gordie Bailey was tied to a fraternity initiation rite, and the alcohol-related deaths of the students at Colorado State and at the University of Oklahoma occurred at fraternity houses.

Nationwide, about 30 colleges now ban alcohol in fraternity houses. Other schools have moved "rush" - the time when fraternities initiate new pledges - away from the fall, when freshmen are targeted immediately after entering school.

And some schools are also casting a wider net in seeking out those who facilitate alcohol abuse on or near campus. Some administrators are now putting pressure on liquor stores and bars where "ladies' nights" and happy-hour drink specials attract hordes of bargain-hunting students.

"When you look at the bars, they surround some schools," White says. "Where you have a lot of alcohol outlets and cheap drinks, that's usually the problem."

Faced with embarrassing public displays of drunkenness, the University of Colorado played hardball.

"When the bars used to offer drink specials at 7 a.m. on commencement morning, we had to sit down with them and say, 'You're really harming your universities, you're dumping drunks out at 8 a.m. who are staggering over to our stadium,' " Mr. Maust recalls.

The university bought advertising for the bars that agreed to stop the drink specials, and it sent complaint letters to the local beverage control board about the ones that didn't. According to Maust, the letters essentially said, "These are not good neighbors, and we want you to know that."

Under pressure, the bars have stopped the drink specials and some may close entirely on commencement morning, Maust says.

But letters to bars and two-strikes policies aren't enough for Flanahan, Bailey's stepfather.

Only a full assault on the alcohol "culture" on campus will prove genuinely effective in reducing the dangers of excessive drinking by students, he insists.

Parents can help too, he believes, in part at least by reminding schools that they are consumers who wield financial clout and that they have the power to either reward or punish schools for their degree of success - or failure - in handling alcohol problems. To that end, he has formed a foundation in his stepson's memory that aims to offer ratings of how colleges handle alcohol issues.

"You can't just react to these problems," he says. "You've got to be ahead of them, protecting kids leaving home, or else parents will vote to send them elsewhere."



**6. Snuff Out Smoke in Iowa Restaurants**

DI Editorial Staff – *Daily Iowan*

January 19, 2005

To one state senator, the most essential ingredient in Iowa restaurants these days isn't any type of food - it's fresh air. This is apparently following the lead of other countries and U.S. states, where ideas similar to his are gaining momentum and support.

Sen. Matt McCoy, D-Des Moines, wants to ban smoking in all Iowa restaurants, defined as being any establishment that serves meals. The proposed legislation does not affect bars, making it more lenient than bans in such places as New York City, where patrons at bars and nightclubs must step outside to have a cigarette. That law, which took effect almost two years ago, was intended to make the city's nightlife spots healthier, a policy that is likely to be gradually emulated across the country if the current anti-tobacco trend continues.

McCoy called his proposal a "baby step" in eliminating smoking in public areas - and it is, compared with New York City's ordinance - but for now, it is a fair and reasonable compromise. By defining restaurants as smoke-free establishments, the measure addresses the health concerns associated with secondhand smoke at family-oriented businesses in which young children may be present, but it refrains from addressing societal conventions unrealistically.

From a health perspective, a smoking ban is logical. According to the Centers for Disease Control, heart disease resulting from secondhand smoke causes approximately 35,000 deaths among non-smokers each year (a number derived from specific studies indicating that secondhand smoke carries health risks). For children, some studies have shown that exposure to secondhand smoke can be even more devastating, because their lungs haven't fully developed. This is a good reason to make restaurants smoke-free but not bars (at least for the time-being), as children often visit the former but not the latter.

Smoking is a personal choice, but breathing the air is not. For this reason, assertions that smoking bans are a governmental infringement on personal freedom don't ultimately carry much weight, especially when no legal restrictions exist on smoking in non-public locations. The freedom to breathe clean air in public arguably outweighs the freedom to light up in public.

We aren't calling for an explicit ban on tobacco use, and that's not what McCoy's proposal calls for. While discussing this issue, the very legitimate point was made that a perfectly legal activity should not be made illegal through excessive regulation and restriction. Our conclusion, however, was that this legislation would be of general benefit to the health of Iowans - or anyone who visits a restaurant in this state, for that matter, where the partitions between designated smoking and non-smoking areas are often insufficient.

McCoy has taken on a steep challenge, and we support his efforts. If this law did pass in Iowa, which is a tall order, people would still be free to smoke outdoors and in their cars, their homes, at the bowling alley, and most importantly for some, at the bar.



**7. Goal on Curbing Alcohol-Related Traffic Deaths Is Proving Elusive**

By Brian Wingfield

January 15, 2005

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WASHINGTON - The government is falling short of its longstanding goal for cutting the nation's alcohol-related traffic deaths, and traffic fatalities involving drinking remain stubbornly stable at about 17,000 a year, according to transportation safety officials and private groups.

Meeting the target, they say, might save as many as 1,700 lives a year.

Federal and state safety officials spoke of meeting the lower target by the end of 2004, and although the final data have not been assembled, they now say the efforts will probably fall short.

"To be intellectually honest with you, I don't think we're going to make it," Dr. Jeffrey W. Runge, the administrator of the National Highway Traffic Safety Administration, said Thursday in an interview.

In 2001, in an effort to focus on a single nationwide goal, the agency aimed to reduce alcohol-related traffic deaths to a rate of 0.53 per 100 million miles traveled by all vehicles by the end of 2004.

In 2003, the most recent year for which comprehensive statistics are available, the rate was 0.59. While the figure has been going down, to reach the target it would have had to plummet by an additional 10 percent last year, much faster than in previous years.

In 2003, there were 17,013 deaths in alcohol-related traffic accidents, the fewest since 1999.

Throughout the 1980's and early 1990's, alcohol-related traffic fatality rates did drop steadily as the government and many private organizations, like Mothers Against Drunk Driving, waged highly publicized campaigns to curb drinking and driving and states tightened laws against drinking and driving.

In recent years, the absolute number of alcohol-related traffic deaths has hit a plateau, just over 17,000 a year, and officials said it had been hard to keep the issue in the public eye. Wendy Hamilton, the national president of Mothers Against Drunk Driving, said that "people think the problem's been solved."

Earlier this week, Mothers Against Drunk Driving held a news conference to call for the greater use of "high-visibility law enforcement," like sobriety checkpoints. In particular, the organization would like to see 10 states - Idaho, Iowa, Michigan, Minnesota, Oregon, Rhode Island, Texas, Washington, Wisconsin and Wyoming - change their laws to allow such checkpoints.

Barbara Harsha, executive director of the Governors Highway Safety Association, a nonprofit organization that represents states' highway safety concerns, said: "States are cutting back on law enforcement right now, they're diverting law enforcement to homeland security, and law enforcement officers are retiring. Resources are stretched thin."

Dr. Runge, of the National Highway Traffic Safety Administration, said that in the short term, highly visible enforcement efforts were the best way to remind people that drunken driving was still an issue.

He said some states with high alcohol-related traffic fatality rates had not done much with the federal government to reduce deaths. But he listed 13 states with severe impaired-driving problems that appeared willing to improve: Alaska, Arizona, California, Florida, Georgia, Louisiana, Mississippi, Montana, New Mexico, Ohio, Pennsylvania, Texas and West Virginia.

"If we can get those states to the national average, we'll be 80 percent of the way to meeting our goal," Dr. Runge said.



**8. Universities Scramble to Address Alcohol Problems**

*BigAlcohol.com*

January 19, 2005

A quick review of a multitude of colleges and universities yield a telling tale of just how helpless upper education is in combating Big Alcohols direct grab of life from campus's nationwide.  75% of students on college campuses are underage to drink drug-alcohol.  Here's just a brief look at some of the actions universities are taking to deal with increasing alcohol poisonings.

University of Delaware has decided not to let anyone tailgate after the games start. Anyone who isn't going to the game has to leave the UD campus.

Eastern Illinois University decided to ban Kegs at tailgating to cut down on the rowdy and uncontrollable nature of the students.

Michigan state stopped alcohol consumption in one public area outside an arena in 1998 and were thanked by a 2,000 person party / riot. MSU's policing is the most progressive of any large college campus. But still, they are dealing with dangerous levels of alcohol poisoning and new extremes in binge drinking.

Harvard had a 7 fold increase in alcohol poisonings between the years of 2002 and 2003. The problem did not decrease in 2004, but new numbers were not yet reported.

In September, Thomas Hauser, a junior general engineering major, passed away from suspected alcohol poisoning at Virginia Tech, and nothing seems to be happening at VT  to truly get a hold on a growing problem.

At Colorado State University, the recent binge drinking deaths of 19-year-old sophomore honor student Samantha Spady and freshman fraternity pledge Lynn Gordon Bailey Jr. prompted the administration to ban all beer sales at its football stadium.

At the University of Michigan, a recent study revealed that binge drinking there has actually increased, especially among undergraduate women.

A Harvard study found that out of the traditional college students who drink—18 to 23-year-olds living away from home—seven of 10 acknowledge binge drinking in the past 30 days,

USC is the only Pacific-10 Conference school that still sells alcohol at its football games, but that might end after this year if university officials have their way. Although attempts to eliminate alcohol sales at the Los Angeles Memorial Coliseum, have failed in the past, school officials said they expect a ban next year.

"President Steven B. Sample has indicated that he would very much like to eliminate all alcohol from the Coliseum during game days and I would expect them to accommodate his concern," said Dennis Dougherty, senior vice president of administration.

Harvard again pushes more policies to try to control alcohol problems this year.  Kegs will be prohibited at all tailgates, and if students want to carry more than a six-pack of beer across the river, they may have to register it with the Boston Police Department beforehand.

After Corey James Domingue died of alcohol poisoning at LSU in October of 2003, the Chancellor sent out an "educational" letter to the entire campus asking for vigilance in recognizing alcohol poisoning .  The same action was taken when another student died at LSU in 1997.

In October, [Parents of James Domingue filed a wrongful death suit](http://www.bigalcohol.com/newsarticle.php?news_id=154) against Winn-Dixie Grocers and Bacardi.  In 1998 the parents of the dead LSU Fraternity Pledge did the same, but backed down after pressure from Big Alcohol.  Recent information indicates harsh action by Big Alcohol to bring the Domingue case to a halt. A close contact with the case indicated that a landmark strategy was soon to be employed in the case, bringing new pressure on Big Alcohol to quash any hint of liability for any college age consumption.

In 1997, CSPI issued an alert and strategy report "on problems with college bar promotions like "Ladies drink free." "Nickel pitchers 'til ten o'clock." "Bladder Bust." Those are some of the college newspaper come-ons that lure students to neighborhood bars and provide incentives and encouragement for heavy and abusive drinking. According to a recent survey, such advertising in many college newspapers has increased by more than half over the past decade, stymying college and community efforts to reduce binge drinking."  Roughly, nothing has changed since 1997.

Death everywhere, policies that can't possibly combat Big Alcohol' s influence on student , so what is a college administrator to do?   The answer seems to be three fold.  One,  seems to be the complete removal of alcohol from campus.  Secondly, help must be availble for those with drinking issues. Thirdly, parents need to hold the universities, bars, grocers, and distillers,  responsible for not disclosing risks of drinking.   Big Alcohol can fight one fight, but not thousands.



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| **9. Vodka Becomes America’s Drink of Choice**  By Mark Nothaft – *East Valley Tribune*  January 19, 2005  When did we go from a nation of whiskey drinkers to vodka sippers? Images of Mrs. Robinson have given way to Carrie from "Sex and the City," and so has their drink of choice. The tide may have turned sometime in the early ’80s with those slick Absolut print ads, but I’m not sure. |
| However it occurred, the proof is in the sales: Vodka is America’s No. 1 spirit, at more than 35 million cases sold each year. And sales show no sign of slowing. Dozens of premium boutique brands arrive each year. Some stick; others don’t.  Grey Goose from France took the trend to a whole new level about 10 years ago and accelerated our interest in ultrapremium brands. The hallmark of Grey Goose is its extraordinary smoothness, which makes it ideal for martinis. Gee, martinis — is it a coincidence?  In basic terms, vodka is a clear, neutral spirit. It’s thought that its name evolved from the Russian phrase "zhizenennia voda," or "water of life." Early vodka distillates were made from the plentiful beets and potatoes of eastern Europe, and some Polish and German brands still use spuds, though more have switched to more contemporary cereal grains such as corn, rye and wheat. I recently sampled Poland’s new Wyborowa Single Estate (in a beautiful bottle designed by famed architect Frank Gehry), made completely of native rye, and it displays an elegantly smooth texture that makes it ideal for sipping straight-up.  But it’s something of a misnomer that vodka is completely devoid of flavor, which gives it a reputation as a spirit to be mixed. Think cosmos, screwdrivers and Collins mix. No, the flavors in plain vodka are simply subtle — from fruit to minerals to herbal-vegetal impressions. And why would anyone want to disrupt the harmony found in an ice-cold glass of Ketel One with an olive? Nothing else is required, thank you  Textures and smoothness clearly are more distinguishable among high- and low-end vodkas. Inexpensive plonk in the 1.75 liter plastic jugs at Osco is harsh to sip and will not win you many friends. It’s simply a matter of mass production versus a boutique philosophy. Top producers emphasize high-quality ingredients and filtration techniques, which smooth out the edges. Running the raw distillate through a vegetable charcoal, and in some cases quartz crystals, removes many of the impurities that affect taste and texture. In the best vodkas, this process is repeated several times to improve clarity.  Of course, all of this pampering comes at a price. The top-tier vodkas — all the aforementioned brands, Belvedere, Chopin, Hangar One, Jewel of Russia, Ultimat and a couple others — cost between $30 and $50 for a 750 ml bottle. Midrange vodkas — Absolut, Pearl, Skyy and Stolichnaya — cost about $20 and are also worth considering. All of these vodkas are produced outside the United States, except Hangar One, which is made in northern California.  Another recent find from the United States and in the $20 range is Blue Ice from Idaho. Made entirely of Burbank Russet potatoes, the vodka features a delicate flavor profile and rich texture. Its proprietary five-step filtration process pulls out most of the impurities, which makes for one smooth ride.  Are you ready for yours? How do you take your vodka, shaken or stirred? |

