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| *September 16, 2005* |

1. [Binge Drinking Entrenched in College Culture](#First)

2. [Shops Caught Selling Alcohol to Minors (Iowa)](#Second)

3, [Baxter Man Faces Charges in Death of Cyclist](#ThreeA)

4, [Giving Back](#ThreeB)

5. [Smoke-Free’s the Way to Be](#Third)

6. [Meeting the Needs of a Thirsty World](#Fourth)

7. [Q&A: Sidney Frank, Everything in Good Time](#Fifth)

8. [Liquor License is on Council's Agenda](#Sixth)

9. [J.C. Penney Chastised for Alcohol T-Shirts](#Seventh)

10. [Alcohol News, From Carbo Counts to National Consumption Rates](#Eighth)

11. [College Drinking: Students Pass Alcohol Quiz](#Ninth)

12. [U.S., EU Get Long-Sought Deal On Wine Trade](#Tenth)

**1. Binge Drinking Entrenched in College Culture**

By Jonann Brady– *ABC News*

September 7, 2005



Lawrence Corbin, of Detroit, drinks tequila at a welcome party during spring break in Cancun, Mexico, on March 9, 2002. (Victor R. Caivano/AP Photo)

**There's No Magic Bullet to Stop Dangerous Alcohol Use on Campus, But Many Say a Change in Attitude Is Needed**

It's been nearly a year since 19-year-old Samantha Spady was found dead of alcohol poisoning in a fraternity house at Colorado State University. Spady's blood alcohol content was 0.436 — five times the legal limit — and investigators say she consumed up to 40 drinks the day before she died.

Spady's death was far from the only alcohol-related campus tragedy last year, and as school starts up again this year, colleges and universities across the country are bracing for more booze-fueled chaos.

Each year, college drinking contributes to an estimated 1,400 student deaths, 500,000 injuries and 70,000 cases of sexual assault or date rape, according to the National Institute on Alcohol Abuse and Alcoholism, a part of the federal National Institutes of Health.

Government and universities are pouring millions of dollars into programs to crack down on or curb campus "binge drinking," but there's been little change in students' behavior over the past decade.

Many experts studying alcohol use on college campuses say excessive drinking is so deeply entrenched in the culture, only a radical shift in students' attitude toward drinking will help.

**What Is 'Binge Drinking'?**

Spady's parents, Patty and Rick, have started a group called the SAM (Student Alcohol Management) Spady Foundation, whose mission is to educate students and parents about risky alcohol use.

Patty Spady says she and her husband "regret daily" that they never talked to Sam — a former homecoming queen and high school class president — about the fact that heavy drinking could be deadly. But she also admits that she wasn't totally aware of the dangers herself. "I feel like kids are going out with the intention of getting drunk," she said. "About that style of drinking — I was totally naïve."

Binge drinking is commonly defined as having five or more drinks in one sitting, and the number of college students considered binge drinkers — around 44 percent — has stayed about the same for the past decade.

But ask many college students, and that definition of binge drinking seems ludicrous.

Barrett Seaman, a former Time magazine editor, observed student behavior on 12 college campuses for his recently released book, "Binge: What Your College Student Won't Tell You." He found that many students are drinking far more than five drinks over the course of a night.

"Students are routinely knocking back 20 shots a night," Seaman said.

**Pregaming and Other Drinking Rituals**

Seaman, who admits he did his fair share of drinking at Hamilton College in upstate New York in the 1960s, says he was struck by the "intensity" of student drinking today.

One common ritual he saw while reporting for the book was "pregaming," where underage students sat in their dorm rooms or apartments and drank massive amounts of alcohol, usually hard liquor, in order to catch a buzz before going out for the evening.

Seaman says that because drinking is illegal for so many college students, they are forced to do it covertly — and often dangerously — because there's no telling when they will get another drink as they roam from party to party.

"It is cool to be ostentatiously drunk," he said. "It shows you're part of the elite who has access to alcohol."

Dr. Hoyt Alverson, an anthropology professor at Darmouth University, had his undergraduate students spend three years studying fellow students' social behavior at the school. Alcohol, he says, is inextricably linked with social life on campus.

In his study, he writes that first-year students especially fear being alone in their new environment, and drinking is simply the best and easiest way of "forming friendships, competing, blowing off steam, … 'hooking up,' fitting in and getting ahead amongst one's peers."

Students at Dartmouth and other schools play elaborate drinking games like beer pong, Thumper and others at parties. And drinking is often an important ingredient in "hooking up" with the opposite sex.

"Heavy drinking is so ritually scripted on campuses," Alverson said.

**Harm Reduction and 'Social Norming'**

Colorado State University's Alcohol Task Force kicked into high gear after Spady's death, says Carrie Haynes, a graduate assistant in the Department of Alcohol and Drug Education and Prevention.

But the campus didn't disband all fraternities or ban alcohol in general. Instead, CSU and other colleges are hoping that educating students about the harmful consequences of heavy drinking — like sexual assault and alcohol poisoning — will be more successful.

Many colleges' harm reduction programs include peer-education groups and tips on staying safe while drinking that go far beyond a "don't drink and drive" message. They are telling women students to stick together at parties and never leave a friend behind, and how to recognize if someone is in physical danger from drinking.

"Scare tactics are out the door," Haynes said.

CSU is also trying out a "social norms" campaign, which attempts to correct students' misperceptions about fellow students' behavior.

In a sense, social norming is peer pressure in reverse. The theory is that students overestimate how much their peers drink, and that by giving them accurate information about "campus norms," it will encourage them to change their behavior.

Though it's early in the year to tell how the tactic is affecting student behavior, Haynes is hopeful. "I see how social norming affects them [students]," she said. "They respond to positive messages."

And according to the National Social Norms Resource Center, campuses that have used social norms programs have seen rates of what they call "heavy episodic alcohol consumption" drop significantly.

**Some Call for a Culture Change**

In American culture, college students occupy that vague place between adolescence and adulthood, and in many ways, drinking, partying and breaking the rules are part of this transitional "growing-up" period.

So while drinking at college is nothing new, what is new is the way today's students are doing it.

Seaman and Alverson agree that raising the drinking age to 21 has been counterproductive. By making it illegal to drink, students' behavior is repressed and driven underground. Their drinking becomes furtive, intensified and, in many cases, dangerous.

Besides going to several American campuses, Seaman also visited McGill University in Montreal — a college that more than 2,000 American students attend. The drinking age there is 18, and Seaman said the attitude toward drinking at McGill is far more "civilized," even among American students.

"In American schools, there's a very confusing message to students: Are they kids or are they adults?" Seaman said.

Both Seaman and Alverson say that changing the drinking age back to 18 would be a good start in changing campus drinking culture, but they also say that a radical behavior and attitude shift would take time.

"It's important to keep the conversation going about alcohol and drugs," Seaman said. "Students are very open about it. If you treat them as adults, they'll act like adults."

**2. Shops Caught Selling Alcohol to Minors (Iowa)**

*Des Moines Register*

September 13, 2005

WEST DES MOINES, IA -- Seven West Des Moines businesses were charged with selling alcohol to underage buyers during a compliance check by the city's police department.

Police and underage informants went to 29 of the 127 businesses in the city that have liquor licenses on Aug. 30.

The following businesses were charged:

Biaggi's Ristorante Italiano, 5990 University Ave.; Garcia's, 1250 Eighth St.; Kum & Go stores at 141 S. 74th St. and 5308 University Ave.; JC's Cornerstore, 1400 35th St.; Quality Suites, 1237 Jordan Creek Parkway; and Panchero's Mexican Grill, 165 S. Jordan Creek Parkway.

According to West Des Moines police reports, an underage informant purchased a six-pack of Bud Light bottles from the Kum & Go on University. The clerk looked at the informant's identification but did not enter the date into the cash register.

An informant went to Biaggi's restaurant and ordered a Bud Light draw. He showed the bartender his driver's license and the bartender told him "happy birthday."

A JC's Cornerstore employee received a violation after an informant purchased a six-pack of Bud Light bottles from the store. The informant's ID was looked at, but the clerk did not enter the birth date into the cash register.

The department will continue to conduct alcohol compliance checks and revisit businesses that were not in compliance.

**3. Baxter Man Faces Charges in Death of Cyclist**

By Tom Alex, Staff Writer – *Des Moines Register*

September 16, 2005

#### Authorities say Jade Perry was driving drunk when he struck Donald 'Brian' Shaver.

Polk County authorities say a Baxter man was drunk when his car struck and fatally injured an Ankeny bicyclist earlier this week.

Jade Ryan Perry, 33, then picked up the mangled bicycle and drove it to a creek 16 miles from the place where Donald "Brian" Shaver lay unconscious, sheriff's office investigators said Thursday.

Perry is charged with vehicular homicide and leaving the scene of an accident. The vehicular homicide charge is punishable by up to 25 years in prison.

Shaver, 45, died late Sunday from injuries suffered when he was struck in the 4200 block of Northeast 94th Avenue while on a pre-dawn bike ride. His wife, Sheryl Shaver, said earlier this week that her husband, a moving company owner, was squeezing in one more ride before the two headed for Arizona on a working vacation.

Jade Ryan Perry is charged with vehicular homicide and leaving the scene of an accident in the death of Donald "Brian" Shaver.

A passing motorist found Shaver, who was still wearing his helmet.

Sheriff's spokesman John Hampel said suspected intoxication is key to the vehicular homicide charge against Perry, whose attorney contacted investigators earlier this week and negotiated Perry's surrender Thursday.

Perry was in the Polk County Jail on $56,000 bond.

"We've cooperated. . . . He turned himself in as asked to do," Perry's attorney, Jake Feuerhelm, said. "He has strong community ties and a close-knit family that is supporting him."

Hampel would not provide specifics on why deputies believe Perry was drunk at the time of the accident. Investigators still have not questioned Perry, who has remained mum on advice from his lawyer, officials said.

Perry's blood-alcohol content could not have been measured in a timely manner, which means authorities will try to establish through witnesses that he had been drinking Sunday before the crash.

The task is similar to the case against a South Dakota man who is accused in a fatal accident earlier this summer on Iowa's West Okoboji Lake. Justin Allen Nearman's arrest came 11 days after the crash, which killed Dallas County dentist Michael Brosnahan.

Prosecutors in both cases will need to convince juries beyond a reasonable doubt that the men were drunk when the crashes occurred. And they'll have to do so without scientific blood-alcohol evidence.

Polk officials said Perry was driving a 1995 Lincoln Continental that is registered to his parents. He had a valid driver's license and no history of drunken-driving arrests, Iowa court records show.

Hampel was asked at a news conference Thursday why it took so long to track down a suspect.

"Actually, this was very short. This case came together very well for us," he said. "The cooperation of the media, the cooperation of the public and their willingness to talk with us." Hampel said investigators still have roughly a dozen interviews to conduct.

Perry is a 1990 graduate of Baxter High School, where Superintendent Neil Seales remembers him as "very pleasant and well-liked." Perry "comes from a very good family," Seales said.

**4. Giving Back**

By Elizabeth Bernstein – *The Wall Street Journal*

September 16, 2005

**Storm Haven**

**Who Gave it: Sidney Frank**, Chairman of Sidney Frank Importing, New Rochelle, N.Y.

**Who Got it: Brown University**, Providence, R.I.

**How Much**: $5million

**By Request:** The gift will pay for the university’s expenses related to Hurricane Katrina, including room and board for 85 students and salaries for several visiting professors, all of whom were displaced from their schools in the New Orleans area.

**How it Happened:** Mr. Frank, who is 85, enrolled at Brown in 1938, but had to drop out after a year because he could no longer afford tuition. His Brown roommate introduced him to his first wife, whose family owned one of the world’s largest liquor companies, Schenley Distillers. Mr. Frank worked there for several decades before starting his own liquor company in 1972, when he imported brands such as Jägermeister, an herbal liqueur that became popular with college kids. In the late 1990s, he created Grey Goose, a premium vodka brand he later sold to Bacardi for more than $2 billion.

For decades, Mr. Frank had no contact with Brown. Then, two years ago, the university’s chief development officer went to visit Mr. Frank – who says he is now worth “about $1.6 billion” – to encourage him to donate to Brown. Mr. Frank eventually made two gifts: $20 million for a new science building and $100 million for scholarships.

Last week, Mr. Frank’s daughter, who is a Brown trustee, told her dad about Brown’s efforts to take in New Orleans college students who were displaced by Hurricane Katrina, and he decided to make this gift. “I want to do something for New Orleans,” he says**. “Rather than give it to the Red Cross or Salvation Army, I thought it would be a wonderful idea to give an education for New Orleans students.”**

The gift will pay the living expenses for 58 undergraduates and 27 graduate students from Tulane, Xavier and Dillard who will attend Brown for the fall semester – the school is waiving their tuition – as well as the salaries of several visiting professors from New Orleans schools. It will also cover the costs of the doctors from Brown’s medical school who were sent to the Gulf Coast to help with the relief effort, epidemiological studies on the disaster to be conducted by Brown’s public health program, the increased financial aid of Brown students who are from New Orleans, and the expenses of student volunteers who will travel to the disaster area on their school breaks to help with cleanup and reconstruction.

**5. Smoke-Free’s the Way to Be**

By Stacey Perk – *The Daily Iowan*

September 13, 2005

I was one of the few people who stayed in Iowa City last weekend, so I wasn't surprised to find the bars dead. My friends and I were standing around the Summit's downstairs bar when I did notice something surprising, though: the number of smokers. Everywhere I looked, someone was holding a cigarette. Since when did smoking become a drunken pastime?

After losing a loved one this past July to lung cancer caused by smoking, I have become more aware of the dangers of secondhand smoke. It kills more than 53,000 people a year. I don't want to be one of those people.

Iowa City must pass a bill prohibiting smoking in restaurants and bars. Innocent diners and barhoppers, as well as the business' employees, would be protected from the dangerous fumes of secondhand smoke. Unfortunately, the city cannot propose such a bill until the state of Iowa permits its cities to make their own ordinances.

So what does this mean? That I must continue to be subjected to that nauseating scent while trying to eat a meal with friends? That my eyes must continue to itch while hanging out at the bars? That I must leave a restaurant or bar coughing from all the smoke my lungs acquired? Well, according to Iowa law, I have to ... until the law is overturned.

But I'm a fan of breathing, so I don't have time to wait for that to happen. Clean Air for Everyone U-Iowa doesn't have time either. It is a student organization that's new to campus this year. Its goal is to "eliminate death and disease caused by tobacco use." While its main focus is with the UI campus, "the restaurants and bars around it are intertwined," CAFE U-Iowa President Rebecca Schimming said.

The group's website, www.cleanairforeveryone.org, is extremely helpful for restaurant owners and goers. It provides information on why businesses should go smoke-free, as well as a list of more than 100 restaurants/entertainment establishments that already are smoke-free in Johnson County.

 Some of Iowa City's top spots are on that list, such as Pita Pit, Hamburg Inn, and Panchero's. These successful restaurants show that lacking smoking sections does not hurt business.

California and New York City have banned smoking. Chicago is debating it. And these places are still known for their classy restaurants and crazy nightlife. Why must Iowa City be any different? Banning smoking would benefit both restaurant customers and workers.

That's why it's necessary to get the ordinance overturned. Until then, dine in a smoke-free environment like I do.

**6. Meeting the Needs of a Thirsty World**

By Mike Scott

September 12, 2005

Drinks companies are on the defensive. The biggest US soft drinks producers last month agreed to restrict sales of their products in schools as campaigners fight for increased regulation to reduce obesity. Coca-Cola has replaced its fizzy drinks with waters and fruit juices in Polish schools and launched 20 new health drinks in Mexico as concerns grow about links between soft drinks and diabetes.

The industry claims it is unfair to target soft drinks above any other food or drink consumed in excess. But with the average US teenage boy consuming about 15 teaspoons of sugar from soda every day, the Centre for Science in the Public Interest, a US consumer group, has called for cigarette-style health warnings on drinks cans. Sales have been falling, with the average American drinking 18 fewer cans of soft drinks in 2004 than in 1998, according to Beverage Digest trade newsletter.

Meanwhile, alcohol groups have been caught in the media storm over Britain's "binge-drinking" culture and concerns elsewhere about the health effects of alcohol. "The cost, in human suffering and to families, the emotional degradation around drinking is enormous," says Tim Lang, professor of food policy at City University in London. "And as a result, there is a powerful campaign to control alcohol advertising."

Furthermore, the issue is having an effect on the bottom line, with pubs chain JD Wetherspoon saying last week that its results have been affected. It blames media coverage of excessive drinking which has led to fewer people visiting town centers, where most of its pubs are sited.

Rick Butler, vice-president of international affairs at Pernod Ricard, which has just bought Allied Domecq, says the drinks companies have been working with the government on a stricter code of conduct on advertising and on alcohol policy. "The industry has gone a long way to promote responsible drinking," he says, including labels with the number of alcoholic units, education campaigns for consumers and for bar staff, who need to get used to refusing to serve people who have had too much to drink. "The industry will be in the firing line over this - it is inevitable. But we do not want people abusing our products - it does us no good at all."

Drinks companies face increasing calls for regulation and companies are having to take voluntary initiatives to promote responsible drinking. Diageo runs drink driving campaigns in many of its markets, as does Pernod Ricard, which has just launched a campaign in China, while SABMiller's initiatives include programmes to prevent under-age drinking in Poland, the US and South Africa.

Other issues are more far-reaching. Alan Knight, head of corporate social responsibility at SABMiller, says the number one issue is water. According to Maplecroft, a consultancy, 1.1bn people worldwide lack access to adequate drinking water and 2.6bn do not have proper sanitation facilities. "We have to ensure we have enough water for our breweries and in the supply chain [for the crops needed to make the product] while also ensuring we do not deprive others of water," says Mr. Knight.

While this is important for operational reasons, it can also have a serious impact on reputation. Coca-Cola and PepsiCo have faced accusations of depleting and polluting groundwater near plants in India, and of their products containing pesticides. While the companies deny the charges, the reputational cost has been considerable and last month the state of Kerala ordered a Coke plant to shut over pollution concerns.

Climate change will also put pressure on the massive distribution systems of the drinks majors. Currently, it is more efficient to have massive manufacturing plants and widespread distribution networks, but this might change as oil prices continue to rise, making transport ever more expensive. This, in turn, may affect consumer preferences.

Bottled water has been one of the fastest growing sectors of the industry, but already a backlash has started against the idea of transporting bottles of water around the world, with all the CO2 emissions that involves, when essentially the same product is available out of a tap at up to 1/10,000th of the price.

**7. Q&A: Sidney Frank, Everything in Good Time**

**By: Stepahnie Clifford - *Inc. Magazine*, page 140**

**September 2005**

**"I wanted to be a billionaire," says the man responsible for your Jägermeister headache. At age 85 he stunned the liquor industry by getting his wish.**

His pals in the liquor business thought Sidney Frank was crazy when he started importing a German herbal elixir, called Jägermeister, in 1972. The drink was selling about 500 cases a year. But Frank had a plan, revolving around promotion techniques the liquor industry had never seen. He employed a squadron of young women--dubbed Jägerettes--to patrol bars and sell drinks, and he threw parties for high visibility. In the first half of 2005, Sidney Frank Importing sold 2 million cases of Jägermeister.

Frank's second big success was the French vodka Grey Goose, which he introduced to the market in 1997 and sold last year to Bacardi for more than $2 billion. At 85, he is enjoying his money--his fleet of cars, chefs, and golf instructors attests to that--but he's also looking for new deals. He's rounding out Sidney Frank Importing with wines from around the world and Corazon de Agave tequila; he's introduced an energy drink called Crunk; he just bought a magazine, called Travel Savvy. Retirement, he says, is ages away.

I grew up on a farm in Montville, Conn., near Mohegan Rock. That rock was one of the largest rocks in the United States. So a lot of people would come and look at it. When I was 12, I made a ladder to go onto the rock, and I charged 10 cents to go on top of it. From the top of the rock you can see Long Island Sound, Norwich, New London. So that was my first entrepreneurial deal.

I wanted to save to go to college, and it took me until I was 17 years old to accumulate $1,000. I went to Brown for a year; I didn't have money for the second year. I noticed in the paper that they were hiring people at Pratt and Whitney, which made airplane engines, in East Hartford, Conn. I went up there, and there must have been 100 people in line and nobody was getting a job. And the hiring manager said to me, "No--oh, you went to Brown? I did too. Go down and see the foreman where they test the engines." I went down to see the foreman, who said, "Come back in a couple of hours. I want you to show me you can use a slide rule."

I said, "Of course." I didn't know how to use a slide rule. But I looked at the directions, came back two hours later, and showed him how. It was a great job, a dollar an hour, dollar and a half for overtime, two dollars Sunday. So I worked seven days a week.

The father of a girlfriend of mine was having a party in Greenwich Village. Well, I went down and met her father, Lewis Rosenstiel, who was chairman of the board of Schenley, which at that time was the largest distillery in the world. He said, "You know anything about alcohol as a motor fuel?" I said, "We use it at takeoff. It gives 20% more power." He said, "Will you have lunch with me and my chief engineer tomorrow?" And he began teaching me the liquor business. [Frank married Rosenstiel's daughter, Skippy, in 1947.]

I found out what hard work was. I remember one time there was going to be a glass strike. So we rented every warehouse in the country and filled them with glass, and sure enough a couple of months later, the glass strike came on, and we had glass and no other distributor did. You have to be forward-thinking.

The big time came around 1950 when we bought a Scotch plant in Scotland, and the distiller called up my father-in-law and said, "You have two executive vice presidents getting drunk every night; bring them home and send your son-in-law over." Well, I went up to the plant in Glasgow, and it was producing a million gallons of grain whiskey a year. I didn't think that was much because some of our plants in the States would do 10 million gallons. And so I watched very carefully, and I said to the distiller, "I notice you're only distilling twice a week. Why is that?" He said, "It used to be law." I said, "Is it still the law?" "No." "No? You mean you can distill seven days a week?" "Yes, but my instructions were to do what was always done." So we began doing seven days a week and increased production from one million to three million six. It cost a dollar a gallon to make, and you can sell it for $5 a gallon. That's $10 million and we only paid $13 million for the company. So I was a big hero.

I butted heads with my father-in-law, and I finally started my own company in 1972. It was just me, my brother, and a secretary.

One of the things I'd learned was it's a lot of money for bricks and mortar; don't build a distillery until you have enough money to do it properly and enough production to put in it. So I began looking for something to import. I noticed a few bars selling Jägermeister. I was looking for anything that had a niche. And warm Jägermeister is terrible, but whatever it was, people of German descent like Jägermeister. There were a lot of Germans around the country. So I sent a telex to the president of Jägermeister in Germany and asked if he would see me.

We went to dinner. I said, "I'd like to have Jägermeister for the States." He said, "We already have commitments for most of the country, but we still have Maryland to Florida left." I said, "I'll take it." But the next year the importer from the East Coast didn't pay his bills on time. So I got Jägermeister, eventually, for every place except the West Coast. The president had never been to the U.S. but he flew to the West Coast and asked the importer there to take him to Disneyland. They got lost, so he figured he didn't know the territory. So I got the whole country in 1973.

We had no money for advertising, but we got a big break. The Baton Rouge newspaper said Jägermeister, to the drinker, is instant Valium. Well, there are no drugs in it, but sales went from 10 cases a month to 1,000. I made millions of copies of that story.

But the big thing I had, I came up with Jägerettes. I thought a pretty girl can always help you selling, and I noticed that one girl I had in California would go to 80 tables in a room and say, Open your mouth. She asked, Would you like a Jägermeister? And 80% of 'em said yes.

"It was hard getting that first Jägerette. They thought we were running a den of iniquity." It was hard getting that first girl. They thought we were running a den of iniquity. Eventually they began to trust us, and we got two and three and 10. Now we have 900. And 300 Jägerdudes.

Grey Goose started because I figured that we were so popular with the bars and distributors were making a lot of money on us. I figured they'd go along if I came up with a vodka. The nice thing about vodka is you make it today, you sell it tomorrow; even Jägermeister is aged for a year. So you don't have to put your money into buildings and machines and warehouses. Just make it today, sell it tomorrow.

The big-selling high-priced vodka at the time was Absolut, which was $15 a bottle. I figured, let's make it very exclusive and sell it for $30 a bottle. I said, France has the best of everything. I asked a distiller there whether they could make a vodka. They said sure. The product manager and I tasted about 100 vodkas on my front porch here, and we agreed on one vodka as the best-tasting.

We submitted two bottles to the Beverage Testing Institute, and Grey Goose won as the best-tasting vodka in the world. So we took $3 million, which was going to be our total profit for a year, and we put it into advertising. We made big, beautiful ads that listed Grey Goose as the best-tasting vodka in the world, and we indoctrinated the distributors and 20,000 bartenders, and when somebody would come in and say, What's your best-tasting vodka, they said Grey Goose.

We gave away Grey Goose to any charity that wanted vodka at its bar. The people at charity events are the people who are our target audience. Sales started to zoom. In 2004 we sold 1.5 million cases.

A few years ago, a banker in Paris asked to see me. He said, "I think you're getting someplace with Grey Goose; a lot of distillers would like it." About a year ago he came to me and said, "I was just with the chair of the board of Bacardi. He says he would give you over $2 billion for Grey Goose." We went back and forth, and then the chairman said, "I'll give you two"--I can't give the actual figure, but it was a lot more than $2 billion.

I wanted to make sure that nobody in the company would quit. So we gave bonuses--if they were with us 10 years, we gave them a two-year bonus. It changed a lot of people's minds. Not one employee left.

First I bought two Maybachs. Two big Maybachs, not the little ones. In one of the Maybachs, if you sit in the back seat and press a button it extends like a bed. I bought a Bentley. Little toys. I gave $100 million to Brown. I wanted to be a billionaire. I'm 85 years old; I wanted to count the money while I was on this side of the ground.

**8. Liquor License is on Council's Agenda**

By Erin Magnani, Staff Writer – *Iowa State* *Daily*
September 13, 2005

The liquor license for the Welch Avenue location of Dangerous Curves is back on the table in front of the Ames City Council for its Tuesday meeting.

After the controversial discussion regarding lap dancing at the Dangerous Curves location at 111 5th St., council members voted to table the liquor license issue until further investigation can take place.

"In all honesty, we really don't know what will happen," said Jeremy Boekelman, owner of Dangerous Curves. "We anticipate they will grant the liquor license and go from there."

City Attorney John Klaus will present a report regarding the council's options for voting on the liquor license, said Ames Mayor Ted Tedesco.

Boekelman said he received a letter presenting those same options but hasn't been contacted personally by Klaus.

According to the letter, the council can either deny the liquor license because of "erotic touching of human buttocks" or grant the liquor license and monitor conduct with the options of either revoking or denying renewal at a later date.

"We were blindsided last time," Boekelman said. "We don't know what will happen tomorrow, but I will be at the meeting and so will my attorney and probably the landlord."

Tedesco said the only issue on the agenda is the liquor license and that will be the only issue discussed.

Boekelman signed the lease to the location on Welch Avenue at the beginning of August and said he has already invested more than $20,000 in it.

***(NOTE: A six month liquor license was approved at the Council meeting on September 13th.)***

**9. J.C. Penney Chastised for Alcohol T-Shirts**

*JoinTogether.org*September 14, 2005

Parents are criticizing retailer [J.C. Penney](http://www.jcpenney.com#_blank) for selling T-shirts with logos for Corona, Miller Light, and Guinness beer as part of a back-to-school promotion, [KTUU-TV](http://www.ktuu.com/cms/anmviewer.asp?a=15016&print=yes#_blank) in Anchorage, Alaska reported Sept. 5.

An ad featuring the shirts includes a J.C. Penney logo and a caption reading, "After School: Powering Their Potential." The shirts appear in Penney catalogs distributed across the U.S.

"This is a back-to-school ad and with clothing and other items for kids, predominantly going back to school, but it's advertising alcohol logo T-shirts and, of course, the drinking age is 21," said Marti Greeson of the Anchorage chapter of Mothers Against Drunk Driving. "Alaska has the highest rates of alcohol consumption per-capita in our nation."

The Marin Institute also slammed the ads. "When you've got a major national retailers like J.C. Penney helping Budweiser get a logo on a young person's chest, not only do we know that young people are more likely to be underage drinkers, the ones who own and wear that kind of merchandise, but they become a walking billboard all day long," said spokesperson Laurie Leiber.

Leiber recommended that anyone who is upset by the ads talk to the manager at the J.C. Penney store in their area. "Tell them that they're not happy with this if they're uncomfortable with it, and ask them to remove the merchandise from the floor," she said.

**10. Alcohol News, From Carbo Counts to National Consumption Rates**

By Peter Leo, *Pittsburgh Post-Gazette*

September 14, 2005

**Getting carbo loaded**

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| http://www.post-gazette.com/images/blank.gif | **http://www.post-gazette.com/images3/20050914mf_si_230.jpg** |
| http://www.post-gazette.com/images/blank.gif | Stacy Innerst, Post-Gazette**Click illustration for larger image.**  |

Have you ever wondered why beer, wine and other forms of booze don't carry nutritional labels, you know, something upbeat to counter those dark warnings about driving a tractor while imbibing? Well, Bob Skilnik has. In fact, the Chicagoan is on a crusade to make the government require such information, and not just so we can know exactly how vitamin-packed that vegetarian martini is, with or without the olive. Skilnik is concerned on behalf of all you drinking carb-counters out there. Tired of waiting for government action, he wrote "The Low-Carb Bartender: Carb Counts for Beers, Wine, Mixed Drinks and More." His book missed the low-carb diet boom, but he gamely points out that, by recent estimates, there are still more than 2 million low-carb dieters and countless non-dieters who keep track of their carb intake for health purposes. Skilnik thinks consumers are in for a long wait before nutritional labeling hits the world of alcohol. In the meantime, his book lists the carb counts of more than 1,000 beers, 400 wines and 200 low-carb mixed drinks. "I'm much more concerned with nutritional information on my favorite beers and wines, than what kind of select hops were used in a brew or whether or not a vintage was aged for six months in French oak," Skilnik said in a press release.

**11. College Drinking: Students Pass Alcohol Quiz**

By Miranda Hitti - *WebMD Medical News*

September 14, 2005

**In Survey, Most Students Accurately Reported How Much They Drank**

College students generally have a decent idea of how much alcohol they consume, especially if they're drinking beer, a new study shows.

"It's good news for people who do survey research," researcher Aaron White, PhD, tells WebMD.

"It suggests that when students self-report how much they drink that it's probably pretty accurate," says White. He's an assistant professor of psychiatry at Duke University Medical Center.

The study appears in Alcoholism: Clinical and Experimental Research.

But White isn't giving students an "A" on alcohol awareness just yet. He recently reported that college students flunked lab tests about standard servingsstandard servings of beer, wine, or liquor.

**Midnight Pop Quiz**

In White's latest study, researchers spent the wee hours of 11 p.m. to 2 a.m. on a college campus. Nearly 150 students agreed to have breathalyzer tests and detail what they'd drunk that night.

The researchers took the students' self-reported drinking to estimate blood alcohol content. Then, White's team compared the estimates with actual blood alcohol levels from the breathalyzer machine.

Overall, the estimates were on target or a little bit higher.

"Students who are on campus on the weekend and are intoxicated have a pretty good sense of how much alcohol they're actually consuming, which is I think very good news," says White.

**Mixed Marks**

In White's earlier study, college students were asked to pour out standard-sized drinks and to verbally define how much alcohol is in standard glass of wine, beer, or liquor.

Want a cheat sheet for that? Standard servings are:

    \* Beer: 12 ounces

    \* Wine: 5 ounces

    \* Cocktail: 1.5 ounces of 80-proof spirits

The college students failed that test. "When they pour drinks, they tend to pour way too much," says White. Those with the most inflated definitions poured the biggest drinks, especially when they were using large cups.

That made him question whether students were underreporting how much alcohol they drink.

**Real World Check**

The on-campus test counters that. "I think the difference really has to do with lab vs. real world experience," says White.

"I would predict that if students were only drinking free-poured or self-poured drinks, they would underestimate how much they're consuming," he says.

"But in the real world, at least in this sample of students on campus, they weren't just pouring their own drinks. And so we didn't find a huge difference between actual and estimated blood alcohol contents," says White.

**Where's the Party?**

What and where the students drank may have made a difference, notes White.

"Perhaps they were more likely to be drinking cans of beer or alcohol from restaurants and bars," says White of the students who took the on-campus breathalyzer tests.

"It could be that in this particular sample because they were on the campus, perhaps the amount of alcohol they were pouring themselves was relatively minimal."

"I think if we did this at off-campus parties, for instance, we might get something quite different because at off-campus parties where you have people pouring their own mixed drinks, drinking beer from kegs, that sort of thing, there's a lot more room for error," says White.

Actual and estimated blood alcohol levels were closest for students who only drank beer. "Since beer usually comes in a roughly standard serving size, it makes sense," says White.

**Alcohol 101**

"We clearly still have this problem where students, at least in a laboratory setting, have great difficulty pouring [standard-sized] drinks," says White.

"It suggests that we still need to continue to focus on education" about standard alcohol servings, he says.

College students aren't the only ones who need to learn that lesson, notes White. "This goes beyond college drinking. It has to do with educating the public."

It's also a good idea to consider the size of the cups or glasses you're using, suggests White.

"If you have a party and you want your guests to avoid unintentionally getting really intoxicated, you give reasonable-sized cups," he says. "You don't give a 32-ounce cup [for] a shot."

**12. U.S., EU Get Long-Sought Deal On Wine Trade**

By Sarah Nassauer, Staff Reporter – *The Wall Street Journal*

September 15, 2005; Page A18

After more than 20 years of haggling, the U.S. and the European Union approved a wine-trade agreement that leaves many European wine producers with deep reservations about the deal.

At the heart of the negotiations was a U.S. demand that Europe allow the importation of wine made using techniques that are illegal in Europe, such as irrigation and adding wood chips to wine barrels during fermentation. For its part, Europe wanted the U.S. to outlaw American wine companies' use of names with geographical origins such as Champagne, Sherry and Port.

Under the compromise agreed to yesterday, the EU will accept the American wine industry's current practices but reserves the right to oppose practices introduced by U.S. vintners in the future. In return, the U.S. promises to introduce legislation in Congress that would make it illegal for any new wine brands to use 17 names with European geographical origins.

To many European wine makers' frustration, the deal won't prevent or phase out the use by existing U.S. brands of names with geographical origins. Europe calls words such as Champagne "geographic indicators" that should be used only for wines made in the regions bearing those names. In the U.S., such words are referred to as "semi-generics."

Bruno Paillard, a French Champagne maker, says he is "not at all satisfied" with the accord. U.S. sparkling-wine brands such as Korbel and Totts are "willingly misleading the consumer" by putting the word Champagne on their labels, when their wine is, in fact, produced in California, he says.

Despite the misgivings of Mr. Paillard and other wine makers, the European Commission, the EU's executive arm, had little choice but to approve the agreement because the U.S. passed a law late last year requiring wine producers to obtain certification unless they are from a country that has a wine accord with the U.S. Obtaining individual certification would have been too costly for Europe's thousands of small producers.

Europe's wine industry is too dependent on the U.S. market to afford to be shut out, especially with the French wine industry, one of the biggest producers, in the midst of a deep crisis. Last year, €2 billion of European wine, or 43% of Europe's wine exports, went to the U.S.

Robert Koch, the Wine Institute's chief executive, says Korbel, which is owned by Brown-Forman Corp., "has worked for over 100 years to build up Korbel and the sparkling wine/Champagne industry in this country," so it shouldn't have to give up its use of the word.

