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|  | e - NEWS |
| *December 16, 2005* | |

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**1. Whiskey's Risky Moves**

By G. Bruce Knecht, Staff Reporter – *The Wall Street Journal*

December 10, 2005

**Makers of scotch roll out new twists on an ancient quaff**

Like many single-malt scotches, the Bruichladdich brand comes in varieties that have been aged 10, 15 and even 20 years. Then there's a recent addition to the family, dubbed "3D." It's aged -- but Bruichladdich won't say for how long. In an unusual departure from single-malt tradition, 3D blends three different -- and undisclosed -- vintages of the distiller's whiskey.

The new scotch solved a sticky problem: Bruichladdich's older whiskey didn't have the strong, smoky flavor that many drinkers now favor. But the maker couldn't turn back time to change the formula. So it decided to mix the older whiskey with newer, smokier Scotch. It's all "made by the same Islay men," according to 3D's label.

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| [Adventures in a Bottle: The number of single malts at U.S. liquor stores, including New York's Park Avenue Liquor  has grown dramatically. ] ***Adventures in a Bottle: The number of single malts at U.S. liquor stores, including New York's Park Avenue Liquor has grown dramatically.*** |

The appeal of single malts is based on a singular proposition. Each spirit comes from a particular distillery and has been aged, generally for 10 years or more, a period that is usually specified on the bottle. But at a time when clothing retailers can adjust to changing fashions by ordering new designs from Asian manufacturers in a matter of weeks, scotch makers have been handcuffed by their glacial production processes and the very traditions that sells their product.

Now they are doing something about it -- and raising eyebrows among scotch devotees. Some distilleries, like Bruichladdich, are creating a new type of single malt by blending whiskeys of different ages. Others are adding flavors by pouring their stuff into barrels that have previously been used to age different types of spirits and wines. One has turned out "replicas" of its own classics.

Single-malt scotch is a booming business. Sales by distributors in the U.S. grew from $223 million in 2003 to $266 million in 2004, according to the Washington, D.C.-based Distilled Spirits Council, making it one of the fastest-growing segments of the spirits industry. What's more, drinkers of single-malt scotch see it as a kind of adventure in a bottle, an opportunity to revel in the nuances in the same way as connoisseurs of wine explore vineyards and vintages.

But in recent years, other spirits categories have developed strategies to leverage their brands into higher-end products. Absolut, a premium vodka, now has seven flavored versions that help it not only cater to different consumer tastes, but also command more shelf space in liquor stores.

Scotch makers, meanwhile, have historically been limited to just a few varieties, mostly based on the age of the whiskey -- and rushing out new products when your manufacturing process takes a decade or more presents some challenges. For one thing, it is impossible for distilleries to decide how much of what should be put into casks in any given year, because they can't predict what people will want to drink 10 years down the line. And while the producers of blended scotches can alter their products by introducing whiskeys from any number of distilleries, single malts have generally been locked in from the start.

The biggest innovation to sweep across the single-malt business is the "wood finish" that distilleries are using to add various flavors to previously aged malts. This is the concept: A distillery removes a fully aged whiskey from its original oak cask -- in many cases a cask that had previously aged sherry -- and transfers it to a cask that will impart a new taste in a relatively short period of time, because it had been used to age something else.

Glenmorangie, a distillery that was established in 1843, is the pioneer of wood finishes. For much of its history, it offered a single product, a 10-year-old single malt. "We took up so little shelf space that we weren't being noticed," says Bill Lumsden, the maker's master distiller. "So we took some of our whiskey and put it into a barrel that had been used to age port."

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| [Casks of scotch aging at Glenlivet.] ***Casks of scotch aging at Glenlivet.*** |

The maker went on to roll out an array of products that were finished in casks that previously held burgundy, and two types of fortified wines, Madeira and Malaga. Not everything worked -- using cognac casks was a flop because the flavor of cognac overpowered the whiskey -- but Glenmorangie now offers five finishes and a total of a dozen products.

It is what Procter & Gamble executives would call line extensions, and retailers have taken the bait. Just as with the endless variations of soaps and breakfast cereals, most liquor stores now carry several different kinds of Glenmorangie. And the use of finishes has spread throughout the industry. Some of the results are exotic. Edradour, Scotland's smallest whiskey distillery, now offers a single malt that was finished in casks that had had a previous life aging sauternes. Benromach produced bottles that carry a distinctly un-Scottish name on the label: Tokaji, the name of the Hungarian sweet wine that was aged in casks before it was replaced by Benromach's whiskey.

Not every distillery has jumped on the bandwagon. Glenlivet offers just four products and it's going stay that way, says Joe Uranga, a marketing executive with Pernod Ricard, which owns the distillery: "We believe in being true to a heritage that goes back a couple of hundred years."

Some independent observers wish that more distilleries felt that way. "The standard Glenmorangie is much better than any of the 'finished' products," says Jim Murray, a highly regarded whiskey critic. "I think distilleries need to have more confidence in their standard products rather than going down the gimmicky route. Consumers are scratching their heads and saying, 'What's going on here?'"

Others worry the rush of new products could threaten the industry's proud heritage. "Single malts are like liquid history," says Nick Semaca, a senior consultant with McKinsey & Co. "You look at a bottle and think this is something they have been making in a certain way for generations. There is a mystique and aura to that, and that's the reason why it is so dangerous to tinker."

Distilleries say they have no choice but to innovate: Some older whiskeys are in short supply, some need to be altered if they are going to be marketed as single malts and some distilleries are now owned by larger corporations that are pushing the rustic industry to adapt modern marketing techniques. Others have new owners who borrowed a lot of money to make their acquisitions.

Bruichladdich, a long-established distillery that had been shuttered until it was purchased by several investors in 2000, is confronting several of those issues, says Jim McEwan, the maker's master distiller and one of the new owners: "We have £3.5 million [$6.1 million] we have to pay back to the bank."

The company plans to introduce an entirely new collection of mixed-age single malts every year. "We're going to be like a fashion house," says Mr. McEwan. "Ninety-nine percent of all single malts are the same year after year, so I want to come to the catwalk with an entirely new set of designs every year."

Though a bottle of single malt can carry a hefty price tag, the distillery gets only a fraction of that. This is the basic economic equation: If a bottle of single malt sells for $100 in a retail store, the retailer nets about $30, the distributor $15 to $20, the importer $10 to $15, and what's left -- $35 to $45 -- goes to taxes and the distillery.

As distilleries dream up ways to expand their lines, retailers are at the receiving end of a barrage of new products. In New York, Park Avenue Liquor carried fewer than 40 single malts a few years ago. All of them were 12 years old except for one 21 years old, and none cost more than $100. Now it has almost 400 single malts, and the demand for rare ones has pushed some prices to stratospheric levels. Some of the most expensive bottles come from the Macallan, one of Scotland's most fabled distilleries: a 1964 goes for $2,600, a 1954 for $4,300 and a 1946 for $5,600.

Macallan's older single malts have become so valuable that the distillery has gone so far as to make new ones: It manufactured faux antique bottles and filled them with whiskey of various (undisclosed) ages that, according to the distillery, have the taste of the original stuff. What appears to be a Macallan from 1861 carries a label that says "rare reserve." If it wasn't for another word that appears a bit lower down -- "replica" -- it might appear to be a bargain antique, even at $190. It is, at least compared with the company's 1876 replica, which goes for $235.

But this is one line extension that hasn't worked out. Macallan says it recently stopped producing the imitation antiques after it discovered a fundamental flaw: Many of the bottles in its collection of old single malts, the collection on which its replicas were modeled, were themselves forgeries.

<http://interactive.wsj.com/dividends/retrieve.cgi?id=/text/wsjie/data/SB113417204708719005.djm&d2hconverter=display-d2h&template=dividends>



**2. JBB Chief Raises a Glass as Allied Brands Deal Looks Set to be More of a Bargain**

By Ian Fraser, Financial Editor - *Sunday Herald*

December 11, 2005

TOM Flocco, president and CEO of Jim Beam Brands, will end up paying less than the $5.3 billion (£2.8bn) originally expected for the 20 Allied Domecq brands JBB is acquiring from Pernod Ricard.

This is because of the discovery of overstocking in the trade in markets including Mexico and Spain; currency hedging and foreign exchange movements since July 26, and because the US firm’s original estimates of historic earnings for the acquired brands may have been too high.

Overstocking in advance of a drinks business changing hands is common practice in the trade, allowing the company being sold to inflate its value – and therefore the purchase price – ahead of a deal being completed.

Now it seems the final price paid by JBB’s parent company, Chicago-based Fortune Brands, to Pernod Ricard is likely to be revised downwards.

Donard Gaynor, international managing director at JBB, said: "That [overstocking ] is not unusual in transactions of this size. The market expects you to weed that out."

Flocco added: "Here it was driven by personal sales force incentives that ended up being calculated through the day of the close. But the overhang is actually a bit lower than we would have thought, especially in the big markets. And in the markets where we did experience it , it is working itself through quickly."

He added that if the price paid to Pernod Ricard is revised downwards, it is more likely to be because Fortune Brands’ estimates of the profitability of the 20 brands being acquired – made prior to the deal being completed on July 26 – were inaccurate .

JBB is now focused on integrating the brands and altering its distribution arrangements. It is also seeking to push key acquired brands – principally Teacher’s blended Scotch, Courvoiser cognac, Sauza tequila and Maker’s Mark bourbon – into India and Brazil and capitalise on other international opportunities.

In India, Teacher’s is already the number one "bottled in India" Scotch, and has clear potential for further growth. Such brands pay lower tariffs than products bottled in Scotland and can therefore retail for 60%-70% less .

Teacher’s sells 1.4 million-1.5 million cases globally. Its biggest markets being the UK, India, Brazil and the duty-free sector.

Flocco also said JBB is looking to finesse the positioning of Laphroaig single Islay malt, also acquired from Allied, with a new campaign. Flocco said: "As one of our global brands, it will receive a great deal of co-ordinated attention. But we’ll be selective about the markets that we take it to. I don’t believe in brand growth that is out of control."

Laphroaig currently sells about 140,000 cases per year, with its key markets being the US, UK, Italy, France and duty-free.

Flocco added that Harveys sherries and Cockburn’s ports, also acquired from Allied "are likely to get more focus. You’ll be seeing these in more places."

The deal sees JBB almost double volume sales to 37 million cases and to double value sales to $2.5bn. It also moved up the league of global wine and spirits companies from seventh to fourth largest.

But Flocco said Fortune has not lost its appetite for acquisitions to fill gaps in its portfolio. These seem most likely to be in gin and vodka. He said: "This was a big acquisition for us, we’re well down the path of integrating it, although we’re not finished. But once we’re finished with that, [we will look at] the next opportunity that comes along and presents itself."

Flocco downplayed a clash with Fortune’s Maxxium co-shareholders over the exclusion of acquired whisky and cognac brands and the future direction of the distribution alliance.

Alternative distributors, as yet unnamed, have been found for the excluded Teacher’s Laphroaig and Courvoisier brands in all key markets. In the US, the distribution of all the acquired brands has been handled by Future Brands, an existing joint venture JBB has with Vin & Sprit since December 1.

Flocco sees few opportunities for major cost savings in the supply chain, and the two distilleries acquired from Allied – Laphroaig and Ardmore – will stay open.

"We’re taking a good hard look at the global network. But there are no screaming, glaring opportunities that say this is a big opportunity to rationalise. What I can tell you is there won’t be any change in Scotland." He said the company intends to continue to outsource its whisky bottling.

JBB is also looking at introducing some of the new brands into China, where it is also building Jim Beam. "You’re talking about a phenomenal market out there, for any brand," said Gaynor.

<http://www.sundayherald.com/53223>



**3. More Colleges are Turning Off Tap for Booze Advertising (Florida)**

By Christina Hoag -  *The Miami Herald*

December 12, 2005

No signs touting Bacardi at the University of Miami. No radio ads plugging cold ones during University of Florida Gators games. No liquor-store fliers promoting keg specials at Florida State University.

In a bid to put a dent in the long-entrenched college tradition of drunken partying, universities are cracking down on campus alcohol marketing and advertising.

'Universities have finally got past the `bad apple' theory -- that it's just a few students,'' said Laurie Leiber, spokeswoman for the Marin Institute, an alcohol industry watchdog group in California. ``They're trying to get away from an alcohol-saturated environment.''

The new mood comes as public awareness of binge drinking on campuses has heightened in recent years. Colleges have come under fire for largely turning a blind eye to abusive drinking on their campuses, often by underage students.

In response, some universities have put the kibosh on alcohol marketing in conjunction with ramping up social programs and other measures to combat the problem.

The University of Miami still has a sign touting Presidente at its stadium -- the last alcohol ad after officials started phasing out signage from Bacardi, Budweiser, Coors and Miller two years ago, said Paul Dee, UM athletic director.

Now fields and arenas feature the logos of Wachovia Bank, Miccosukee Tribe of Indians, Coca-Cola and others. ''Alcohol has been an issue in intercollegiate athletics,'' Dee said. ``We thought it would be best to phase out advertising.''

The University of Florida, which long ago canceled alcohol signage at sports facilities, two years ago stopped accepting alcohol commercials for the radio and TV broadcasts of games. The move meant the loss of about $200,000 in advertising, most of which was borne by Clear Channel and Sun Sports Network, which sell the ads.

''It's been a challenge for them, but they've still been successful in getting new advertisers,'' said Mike Hill, associate athletic director for external affairs.

The Gainesville university also eliminated alcohol event sponsorships. Last winter, the university refused to let country group Rascal Flats, whose tour title sponsor was Coors, mention the brand in ads for the concert or put up banners. The university had to refund $17,000 to promoters to cover the cost of reworking the ads and reimbursing Coors for the loss of promotion.

Florida International University limits alcohol promotion to public-service announcements. 'They're clearly branded but say things like `Drink Responsibly,' '' said spokesman Mark Riordan.

Such moves convey an important signal to students, says Henry Wechsler, director of College Alcohol Studies at the Harvard School of Public Health. 'Signs send a message to students `Welcome to college -- alcohol is king here,' '' he said. ``But taking down signs by itself is not going to change things.''

In fact, despite increased awareness of the issue, the level of binge drinking -- defined as at least five consecutive drinks for men and four for women -- remains at 44 percent of students, the same as in 1993 when Wechsler started surveying student drinking habits. ''It's ingrained,'' he said.

Corporate alcohol marketing is small potatoes at many colleges when compared to marketing by local bars and liquor stores. Putting the squeeze on local advertisers was the strategy at Florida State University with the outlawing of fliers on campus and community meetings with merchants, police and neighbors.

**CAMPUS LITTERED**

''These handbills littered the campus uncontrollably in 1999-2000,'' said Michael Smith, director of FSU's Florida Center for Prevention Research. ``They were stapled to trees and poles.''

FSU, once rated one of the nation's top party schools, has instituted a slew of anti-drinking programs, including the policing of off-campus parties and stadium tailgating. The measures have met with success. ''We've had a 22 percent reduction in high-risk drinking as reported by students,'' Smith said.

Alcohol companies say they're sensitive to the issue and add they halted campus marketing efforts some years ago. Now they spend tens of thousands of dollars on programs touting responsible drinking.

Both Coors and Anheuser-Busch said they limit promotions to stadiums and pubs that are licensed to sell alcohol. Research shows that 76 percent of attendees at college sports games are over 21, they said.

<http://www.miami.com/mld/miamiherald/13385801.htm>



**4. US: A-B Pushes Designated Driver Week**

Source: *justdrinks.com*

December 12, 2005

Anheuser-Busch is set to launch this year’s campaign for National Designated Driver Awareness Week. The brewer said yesterday (11 December) that it will run a range of full-page adverts in US newspapers to push the campaign.

“It’s important for us to reinforce responsible behaviour and encourage those who drink to use a designated driver, especially during the holiday season,” said John Kaestner, vice president of consumer affairs at A-B.

The company will place full-page ads in Wednesday’s edition of USA Today, the 25 December edition of The Washington Post, 26 December’s edition of US Weekly. As part of the promotion, consumers will be encouraged to visit <http://www.designateddriver.com/>.

In this year’s A-B annual designated driver poll, the results of which were also announced yesterday, actor George Clooney and television presenter Katie Couric came out as the most popular dream designated drivers. The survey also found that almost three-quarters (72%) of American adults aged 21 and older have been or have used a designated driver, while adults aged 21 to 24 (86%) have the most experience of using the designated driver concept, with adults aged 35 to 44 (83%) next, followed by adults aged 55 60 64 (70%).

<http://just-drinks.com/nd.asp?art=29464&dm=yes>



**5. Police Won't Change Party Stance**

By Drew Kerr & Nick Petersen – *The Daily Iowan*

**December 12, 2005**

Iowa City Police Chief Sam Hargadine said over the weekend that his officers will not likely change their enforcement of house parties, iterating his perception that downtown is a more of a problem area.

In the response to a report in The Daily Iowan on Dec. 9 about the city's seemingly blasé response to house parties, the first-year chief argued that his officers were never notified about many soirées cited in the article.

"I'm not saying there aren't problems associated with house parties, but, in comparison with the downtown, downtown still has the most," said Hargadine, who came to Iowa City this year from Columbia, Mo.

Seven party hosts had been cited for distributing alcohol to minors over the last five years in Iowa City, while no tickets had been written for   
bootlegging during that same time, according to the DI report.

Meanwhile, of 12 calls for service for noise complaints over this past weekend, two resulted in disorderly house tickets, police records show. No bootlegging charges were filed, and neither were providing-alcohol-to-a-minor tickets at residences.

Hargadine added he felt the story did not emphasize that his department was at minimum staffing levels - which, he said, makes extra enforcement efforts difficult.

Interviews with law-enforcement agencies at other Big Ten university towns showed staffing was a struggle everywhere, but many departments got around this problem by pursuing grants to fund overtime hours for officers.

The police chief said officials "above [his] position" would pursue similar grants in Iowa City.

"It's not up to me to come up with funding," he said.

UI student Tony Rediger, who frequently hosts parties at his Gilbert Street apartment, has received a warning from the Iowa City police for a party he threw this semester.

The junior said he wasn't particularly concerned about an enforcement backlash, because Hargadine said his department did not plan on changing its policies.

Rediger, along with his roommates, are looking at a 12-bedroom house for 2006.

"We're going to get crazy next year," he said.

Meanwhile, city councilors who were interviewed for the DI report said on Sunday that the story would force them to re-evaluate their approach to the seemingly never-ending alcohol debate in Iowa City.

"It brought to the fore some of the things we need to be looking at," said Councilor Regenia Bailey said, suggesting that the council may look at the city's budget to see if dollars could be reallocated to help police in their efforts.

The budget will be released in the coming weeks; it is required to be passed by March.

Amy Correia, an incoming councilor, said she would encourage enforcement of a nuisance ordinance - already a part of Iowa City code - that outlines an arbitration process between landlords and their party-friendly tenants by notifying property owners when their tenants are ticketed by police.

She said further discussion with other councilors and the police chief would be necessary before considering any specific policy changes.

Other councilors, however, remained resistant to the prospect of increasingly aggressive enforcement tactics.

"People's houses are their castles, and, if they have people in there, we really have no right to march in there and see what's going on," said Councilor Bob Elliott.

Still, he acknowledged, house parties could be "infinitely more dangerous" than regulated bars and said the issue warranted further consideration.

<http://www.dailyiowan.com/media/paper599/news/2005/12/12/Metro/Police.Wont.Change.Party.Stance-1127264.shtml?norewrite&sourcedomain=www.dailyiowan.com&mkey=433542>



**6. Story County Keg Issue Far From Being Decided**

*Des Moines Register*

December 12, 2005

AMES, IA – The long process toward getting a Story County ordinance regulating the purchase of beer kegs has become longer.

Story County supervisors have scheduled their first official reading of the ordinance for Tuesday’s board meeting, but acknowledge it could be next year before the proposal becomes law.

The proposed ordinance was first considered in February, but was tabled in April before its third reading after Iowa State University students became concerned about some of its provisions.

The board up took the issue again in September, once students returned to school, but the process has gotten bogged down again.

The proposed ordinance would require customers buying beer kegs to show photo identification, and force stores to keep a record of the buyers and attach identification stickers to each keg.

Violators could be fined up to $500 or spend up to 30 days in jail. Separate penalties would be levied for providing alcohol to minors.



**7. Ordinance Could Create Ripple Effect**

By Josh Nelson, Staff Writer – *Ames Tribune*

December 11, 2005

Keg registration advocates hope recent momentum in Story County can be translated into a support for a statewide law going into next year's legislative session.

The Story County Board of Supervisors has scheduled the first of three hearings on a proposed keg-tracking plan that requires customers to provide government-issued identification and their current address when purchasing a keg. The kegs also would be issued a special sticker with a tracking number.

Five other counties in Iowa - Keokuk, Mahaska, Kossuth, Hancock and Pottawattamie - have passed similar ordinances, but none are as populated as Story County.

"Story County is certainly the first urban county to pass this legislation and will carry great weight with other urban and college communities," said Mary Krier, chairwoman of Iowans to Reduce Underage Alcohol, a statewide advocacy group.

Krier, a former Keokuk County supervisor, helped spearhead efforts that resulted in passage of that county's keg ordinance in 2002. In 2003, Keokuk officials joined others in trying to push for a statewide law, which was pulled at the last minute from the Senate floor because of a technicality.

"Last year we were beat down and discouraged," Krier said. "We were told this summer (that) this year would be tough for us" because it is an election year and most politicians won't want to take risks on a bill that could be divisive.

The coalition, which includes Youth and Shelter Services Inc., plans to re-introduce legislation this January, said George Belitsos, YSS chief executive officer.

"I think that, as it goes with a lot of statewide laws, they have to see interest in local communities before they take it up as a statewide issue," Belitsos said.

Some state legislators have expressed doubt over the effectiveness of the bill.

"What's it going to do? It's exactly that simple," said State Rep. Chuck Gipp, R-Decorah. "It's already illegal for minors to drink alcohol and procure alcohol before age 21, and making it doubly illegal, what's it going to accomplish?"

Gipp said passing new laws and raising fines would not solve the problems of underage drinking.

Over the years, he said fines for drunken driving, selling to minors and possession of alcohol by minors have increased, but so has underage drinking.

"It's just the cavalier attitude we seem to have about the consumption of alcohol and the negative consequences of it," he said. "That doesn't start all the time with the law. It starts with the attitude people have in the home."

Krier, however, said some officials, including some in the Iowa Department of Public Health and the Department of Public Safety, have backed the bill in recent months. Other counties including Polk, Boone and Marshall are considering a keg ordinance, Belitsos said, but they are waiting for Story County pass its first. The final vote on Story County's ordinance isn't expected until after the first of the year.

Gipp said he doubts the bill would gain much backing in the Legislature, but both Krier and Belitsos remain optimistic.

"We're poised and ready to go," Krier said.

<http://www.zwire.com/site/news.cfm?newsid=15735562&BRD=2700&PAG=461&dept_id=554188&rfi=8>



**8. Seattle Takes Step on 'Alcohol-Impact Area'**

By Hector Castro, *Seattle Post-Intelligence*

December 13, 2005

**City Council votes to ask state to expand zone**

Seattle plans to ask the state to help curb the sale of cheap booze of the kind favored by chronic alcoholics downtown and in the University District.

Monday, the City Council voted 8 to 1, with Councilman Richard McIver opposed, to adopt a plan that would ask the state Liquor Control Board to enact an expanded alcohol-impact area in Seattle banning the sale of more than 30 high-alcohol, low-cost products.

Councilman Tom Rasmussen, who proposed the legislation, acknowledged that it does not solve public drunkenness and does not begin to work on the root causes of alcoholism. It is instead a response to the problems endured by residents and merchants in the areas plagued by public alcoholism and the accompanying panhandling, loitering and littering.

"This is one way we can try to help our neighborhoods," Rasmussen said.

But McIver suggested prohibiting these products would only shift the problem to areas where merchants were still allowed to sell them.

"I wish we could find something that was a better answer," he said.

The affected area, if approved by the liquor board, would include the city's central core, including downtown, the Central Area, Capitol Hill, the International District, Belltown and Uptown, and the University District.

In 2003, the Liquor Control Board approved Seattle's request for such an alcohol-impact area in Pioneer Square, restricting sales of some alcoholic products there and the sale of any booze at all from 6 a.m. to 9 a.m.

Pioneer Square residents, including Councilwoman Jan Drago, and merchants there have been pleased with the results, some saying early-morning panhandling, public drinking, and even littering all went down.

"It has made a difference in that neighborhood," Drago said.

But when the city tried to ask merchants in the Central Area and University District to follow the same guidelines voluntarily, the results were less stunning.

Of 222 businesses in these areas licensed to sell alcohol, 67 agreed to the voluntary restrictions. And alcohol-related medical calls by firefighters actually went up in these areas.

The areas proposed for the alcohol-impact areas account for 8 percent of the city's geographic area, but make up 55 percent of all alcohol-related medical calls in Seattle and 80 percent of the calls for police services related to public drinking.

City leaders saw Tacoma enact a similarly large alcohol-impact area, but one that required mandatory compliance. Alcohol-related medical aid calls in that area dropped 36 percent in a single year.

Some brewery representatives and other manufacturers of liquor products have asked for a standard based on alcohol content, size or cost, rather than a list of products. But Tacoma officials who manage the alcohol-impact area there say that approach won't work.

The ordinance requires that a study be done on the effectiveness of the ban if the state imposes an alcohol-impact area.

<http://seattlepi.nwsource.com/local/251810_booze13.html>



**9. Spitzer Condemns Tobacco Promotion Encouraging Binge Drinking (New York)**

*Eliott Spitzer, New York State Attorney General*

December 13, 2005

**R.J. Reynolds Mailing Touts Excessive Alcohol Consumption toYoung Adults**

Attorney General Spitzer today called upon R.J. Reynolds Tobacco Company to immediately cancel a cigarette promotion that encourages binge drinking by young adults. The demand was made in a letter to R.J. Reynolds CEO Susan Ivey, which Spitzer sent jointly with Maryland Attorney General J. Joseph Curran, Jr. and California Attorney General Bill Lockyer.

"This promotion is a complete abomination," said Attorney General Spitzer. "Virtually every parent in America knows what it is like to anxiously wait for a child to come home from a night out with friends, worrying that someone will be drinking and driving. Now R.J. Reynolds - apparently not satisfied just selling its own deadly products - is encouraging individuals to 'celebrate' their birthdays by abusing alcohol. It is just shameful."

The advertising campaign involves Camel brand cigarettes, which is the second-most popular cigarette with teens and young adults. R.J. Reynolds mails an envelope to individuals on their birthday which reads: "Camel - It's your Birthday. Drinks on us." Inside the envelope are six different drink coasters, each with a recipe for mixed drinks with high alcohol content and tag lines that promote excessive and irresponsible drinking such as, "LAYER IT ON. GO `TIL DAYBREAK," "MIX THREE SHOTS TOGETHER OVER ICE, THEN MAKE SURE YOU'RE SITTIN',"and "POUR OVER ICE, THEN LET IT BURN." R.J. Reynolds says that the mailings are sent to individuals over 21 years old on their birthdays.

"R.J. Reynolds has set a new low even for a tobacco company with its latest marketing campaign. By linking smoking and alcohol, this campaign blatantly encourages young people to start abusing alcohol as well as to smoke," said Matthew Myers, President of the Campaign for Tobacco Free Kids. "We are appalled that Reynolds is trying to increase its cigarette sales by promoting alcohol abuse by young adults. If anyone needed further evidence that R.J.Reynolds has not changed since the Master Settlement Agreement, this latest marketing campaign should provide absolute proof."

"Binge drinking is a major public health issue nationwide, especially on college campuses, which makes this campaign even more appalling," said J. Edward Hill, President of the American Medical Association. "Research shows the adverse health impacts of smoking and alcohol are increased when these two addictive products are used together."

Attorneys General Spitzer, Lockyer and Curran initially wrote to Reynolds in November, demanding that the company discontinue the program because of the grave public health concerns raised by this promotion of excessive drinking, particularly among young adults. The Attorneys General's letter also referred to significant scientific research showing that the combined use of cigarettes and alcohol presents health risks over and above the risks posed by smoking alone.

The drink coasters specifically mention well-known brands of alcohols, including Jack Daniels, Southern Comfort, Finlandia Vodka, Kahlua, Bacardi Limon, and Baileys. The Attorneys General therefore also wrote to the four major distillers who produce those products, to determine whether they were participating in the advertising campaign.

All four distillers indicated that they previously were not aware of the promotion. Moreover, the distillers noted that the promotion would violate the alcohol industry's advertising code, which specifically prohibits marketing practices that encourage excessive drinking, promote the intoxicating effects of alcohol consumption, or urge individuals to drink as a rite of passage into adulthood. The distillers have all written to Reynolds, asserting that Reynolds has violated their trademark rights and demanding that Reynolds "cease and desist" the promotional campaign, or face potential litigation. Reynolds has refused those requests.

Spitzer, Lockyer and Curran therefore wrote to Reynolds again today, expressing their outrage and disappointment with Reynolds' refusal to discontinue this irresponsible promotion. The letter states that Reynolds "is promoting unsafe alcohol consumption" and asserts that Reynolds' "disregard for public health as demonstrated in this marketing campaign is unconscionable."

According to 2002 study commissioned by the National Institute on Alcohol Abuse and Alcoholism Task Force on College Drinking, drinking by college students, ages 18 to 24, contributes to an estimated 1,400 student deaths, 500,000 injuries and 70,000 cases of sexual assault or date rape each year.

<http://www.jointogether.org/sa/news/alerts/reader/0%2C1854%2C578747%2C00.html>



# 10. CAMY: Increase in Alcohol Ads on Cable TV Leads to Overexposure Among Youth

*Georgetown University Office of Communications*

December 13, 2005

Washington, D.C. — In a study released yesterday, the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University found that alcohol companies significantly increased their advertising activity on cable television.  More importantly, the number of cable network alcohol ads that were more likely to be seen by underage youth than adults on a per capita basis rose 97% from 2001 to 2004.

CAMY, which is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation, conducted an analysis of more than one million television ads placed between 2001 and 2004 on broadcast, cable and local television and worth almost $3.5 billion.  This analysis shows high levels of underage youth exposure to these ads despite the industry’s self-regulation of its marketing and advertising practices and despite repeated public opinion poll findings that parents want their children exposed to less of this advertising.

“Exposure to alcohol ads influences youth drinking behavior,” said CAMY research director Dr. David Jernigan.  “Kids need to see fewer of these messages glamorizing alcohol use, not more.”

Key findings of the analysis include:

Overall spending on alcohol advertising on television grew from 2001 to 2004.  Annual expenditures grew from $774 million to $915 million between 2001 and 2004 and totaled almost $3.5 billion during this period.

Spending on cable advertising grew dramatically.  Distilled spirits advertisers increased the number of ads they placed on cable networks by 5,687%, from 645 ads in 2001 to 37,328 in 2004.  Distilled spirits advertisers’ spending on cable networks increased 3,392%, from $1.5 million to $53.6 million.  At the same time, beer marketers also substantially increased their advertising on cable networks.  The number of beer ads was up 113% during this period, from 38,810 ads to 82,559, and beer spending on cable networks increased 54%, from $137 million to $211 million.

Youth exposure to alcohol advertising shifted to cable television.  Every year from 2001 to 2004, more alcohol advertising reached youth on cable networks than on broadcast networks.  In 2001, youth ages 12 to 20 saw a little more than one alcohol ad for every two seen by adults age 21 and older on broadcast networks.  That ratio had dropped to a little less than one for every two by 2004.  However, on cable television alcohol companies exposed youth to three ads for every four seen by adults in 2001 and increased that ratio to nearly four for every five by 2004.

Overexposure of youth to alcohol advertising overall remains constant.  Youth overexposure to alcohol advertising occurs when youth are over-represented in the audience viewing an alcohol ad relative to their presence in the general population, and thus are more likely per capita to see the ad.  Throughout this period, the percentage of alcohol ads on television that were more likely per capita to be seen by underage youth than adults remained relatively stable, with 23% falling into that category in 2004.  Almost half (44%) of youth exposure to alcohol ads on television in 2004 came from overexposing ads.

Teen programming remains popular with alcohol advertisers.  The CAMY analysis shows that alcohol advertising was seen on all of the 15 shows most popular with teen audiences, ages 12 to 17, each year from 2002 to 2004.

The alcohol industry is not meeting its own standards.  The study shows that the voluntary industry guideline restricting placement of ads to shows where 30% or less of the audience is under the age of 21 has not been met overall.  While the percentage of alcohol ads on broadcast network television above the 30% youth threshold dropped to a negligible 0.4% in 2004, the percentage of alcohol ads on cable network television above the 30% youth threshold remains high.  In 2004, 13.4% of the alcohol industry’s ads on cable exceeded the industry’s own standard.  In fact, the number of cable network alcohol ads above the 30% youth threshold actually increased to 18,027 in 2004, up from 9,235 in 2001.

“Parents, families and teachers face the tragic consequences of teen alcohol use every day,” said Dr. Jernigan.  “Alcohol companies need to adopt more effective standards to protect our kids from exposure to a barrage of advertisements for a product they are not allowed to purchase.”

<http://explore.georgetown.edu/news/?ID=11891>



**11. Playing the Drinking Game**

By Meghan V. Malloy – *The Daily Iowan*

**December 16, 2005**

UI students count among their rich traditions tailgating every football Saturday and the occasional game of quarters, flippy cup, and bags.

But for university officials, rules are still rules - tradition or not.

Earlier in the year, some universities around the country banned drinking games during tailgating to keep football fans under control.

Though alcohol is not permitted on university property, beer and wine are allowed in parking lots for legal drinkers on game days, said Phillip Jones, the UI vice president for Student Services.

"Drinking and games are not allowed on campus property, naturally, but that doesn't mean it doesn't happen," Jones said. "We can't allow it. It's a violation of state law."

City and university police are able to regulate underage drinking during tailgating and football games, but for resident assistants, trying to constantly ensure all dorm residents are following rules can be more difficult.

"We acknowledge that drinking in residence halls is a problem, but, flat-out, all the halls have to be alcohol-free," said Drionne Smith, the Residence Life manager.

She could not give specific statistics about how many students on average are cited annually for possessing alcohol in the dorms, but the number probably should be higher than what it is, she said.

"Students just aren't getting caught," she said. "But we are well aware it does happen, and we don't ignore the issue."

While university officials worry about students imbibing under the radar, those who sell drinking games do not feel as though they contribute much to the problem of minors consuming alcohol.

"Honest to God, I rarely sell [the games] to kids," said Courtney Mangan, an assistant manager of Spencer's Gifts in Coral Ridge Mall.

Most of the store's customers are older college-age students or even parents, she said.

Among the games available at Spencer's are "I Never," "Drink Master Says," and the most popular, "Pass Out" - a dice game in which players eventually do as the title mandates.

"Why would I be selling these games to younger kids?" Mangan said. "If you don't have the booze, there's no point in playing them, anyway."

Downtown bars would probably have more to do with contributing to underage drinking than games, she said.

Kristie Allen, the manager of Go to the Game Store, a kiosk in Coral Ridge Mall, agreed with Mangan's sentiments on being a contributor to underage drinking. She said her store sells more games involving playing cards and shot glasses.

"Kids don't have to be a certain age to buy these games, but if they really want to drink, they're just going to do it without a game," she said.



**12. Health Experts Call for More Action to Reduce Alcohol Use in the Americas**

Source: *CADCA*

December 16, 2005

In the first-ever Pan American Conference on Alcohol Public Policies in Brasilia, Brazil, last month, public health experts from 20 countries called for stepped-up action to reduce alcohol consumption and its harmful effects on public health, stressing the need for environmental strategies to prevent underage drinking and reduce access to alcohol.

Alcohol is the leading risk factor for death and illness in the Americas, accounting for more than 10 percent of the overall burden of disease in the region, according to the World Health Organization's (WHO) World Health Report 2002. To address this growing problem, alcohol abuse experts said governments in all countries in the Americas should give the issue priority on their public health agendas.

Participants of the conference stressed that while alcohol is the leading risk factor for the burden of disease in the Americas, it is not just alcoholism causing public health problems. The much larger problem, they said, is overconsumption by people who just drink socially.

"The biggest misconception people have is that the problem of alcohol is alcohol dependence, or alcoholism," says Maristela Monteiro, PAHO regional advisor on alcohol and substance abuse, in a recent article in PAHO's magazine, Perspectives in Health. "In terms of society, most public health problems come from acute intoxication." Harmful use of alcohol is a leading factor in homicides, traffic accidents, suicides, violence, domestic violence, child abuse and mistreatment and neglect and most people who engage in heavy drinking occasions are not alcoholics or alcohol dependent but young, otherwise healthy people.

Experts also noted that alcohol takes a disproportionate toll on the poor, because they spend a greater share of their income on alcohol, and when they have drinking problems they have less access to services, may lose their jobs and bring major hardships to their families.

Conference speakers highlighted environmental strategies that have proven effective in reducing consumption of alcohol, such as increasing prices and taxes on alcohol and restricting where, what time and to whom alcohol can be sold.

"There are several examples—for a long time in Europe, the United States and Canada, and now in Latin America and elsewhere—that show that closing bars earlier reduces both accidents and violence," Monteiro said.

Another highly effective measure is raising the minimum age for purchasing alcohol. Only a handful of countries have emulated the U.S. minimum age of 21. The U.S. National Highway Traffic Safety Administration (NHTSA) estimates that raising the minimum drinking and alcohol-buying age in the United States has saved 17,359 lives since 1975.

Other strategies highlighted include sobriety checkpoints to reduce drunk driving, lowered blood-alcohol content limits, license suspension and graduated licensing for beginner drivers.

CADCA is working with international partners, including several Latin American countries, to help them implement community-wide strategies to curb substance abuse. As part of its work with its foreign partners, CADCA’s National Coalition Institute has developed several publications in Spanish that provide assistance about coalition-building and prevention.

For more information about the Pan American Conference on Alcohol Public Policies, visit [www.paho.org](outbind://46/www.paho.org).

