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|  | e - NEWS |
| *May 26, 2006* | |

1. [Lawsuit Contends Nightclub Used Imitation Red Bull](#One)

2. [Underage Drinking Factors Into Iowa City Election](#Two)

3. [United Kingdom: Action Urged on Alcoholic Parents](#Three)

4. [Molson Coors CEO Touts Brand-Building](#Four)

5. [Iowa Counties Look to Curb Underage Keg Parties](#Five)

6. [A-B Silent on Chicago Brewer Talks](#Six)

7. [Post-Granholm](#Seven)

8. ['Extreme Drinking,' Alcohol Abuse Common Among College Students](#Eight)

9. [EU Aims to Restart Global Trade Talks; U.S. Remains Cool](#Nine)

10. [Anheuser-Busch Looking To Broaden Product Portfolio](#Ten)

11. [Boycott of Anheuser-Busch Products Sought](#Eleven)

**1. Lawsuit Contends Nightclub Used Imitation Red Bull**

By Jeff Eckhoff, Staff Writer – *Des Moines Register*   
May 25, 2006

### The company says a private detective can prove the Sports Column lied to customers

The U.S. distributor of Red Bull says a private detective can prove that an Iowa City nightclub for three years served a cheap imitation when customers ordered cocktails made with the popular energy drink.

The company has sued the owners of the Sports Column in federal court for trademark infringement. The company claims Sports Column bartenders lied when customers specifically asked whether their drinks contained Red Bull.

Instead, the lawsuit claims, the drinkers were served Roaring Lion, described as a competitor's less expensive effort to tap Red Bull's 70 percent market share.

The Iowa City case is the latest of several legal challenges Red Bull North America Inc. has waged against U.S. bar owners who it claims dupe customers to boost profits.

"They seem to be trying to make an example out of me," said Sports Column owner Brett Sawyer, who added that he's undecided on what to do about the lawsuit.

Red Bull was developed 20 years ago in Austria and marketed as a drink to combat mental and physical fatigue. The company reported worldwide sales of $1 billion last year.

**What’s in it?**

Red Bull, developed in Austria 20 years ago, contains sugar, taurine (an amino acid), B vitamins and caffeine. Billed as a liquid weapon against fatigue, it has become a popular mixer.

The drink has gained popularity as a mixer and has spawned imitators that include Blue Ox, Red Rooster, American Bull and Mad Croc.

Those brands and Roaring Lion have combined to create "a likelihood of confusion, mistake or deception," the lawsuit says.

Court papers allege that an undercover customer gathered evidence at the Sports Column over three years.

A Red Bull lawyer declined to comment.



**2. Underage Drinking Factors Into Iowa City Election**

By Erin Jordan – *Register Iowa City Bureau*  
May 24, 2006

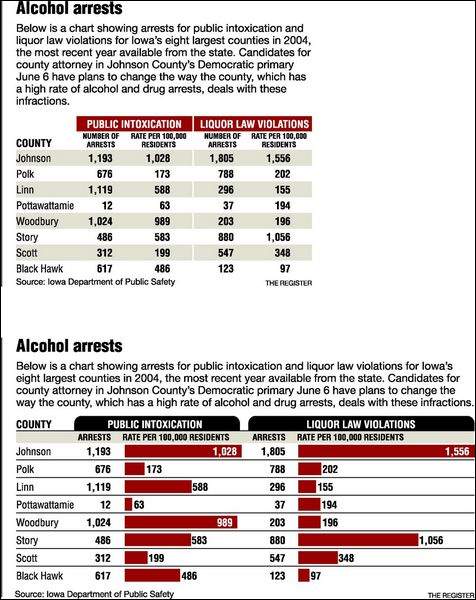
**Candidates for Johnson County attorney favor letting underage drinkers work off the infraction.**

**Iowa City, Ia. —** Nick Maybanks knows youthful indiscretions can come back to bite.

The 30-year-old candidate for Johnson County attorney was cited in 1994 and 1995 - when he was 18 and 19 years old - for underage possession of alcohol. He pleaded guilty and paid his fines, but the citations have resurfaced in the campaign for the Democratic primary June 6.

"The coverage of these minor citations only demonstrates further the need for court diversion programs so young people can earn these charges off their record," said Maybanks, who lives in the Iowa City area and has been an assistant Linn County attorney since 2000.

"The coverage of these minor citations only demonstrates further the need for court diversion programs so young people can earn these charges off their record," said Maybanks, who lives in the Iowa City area and has been an assistant Linn County attorney since 2000.

Maybanks is running against Janet Lyness, a veteran Johnson County prosecutor, in the first contested primary in more than 25 years. J. Patrick White, who ran unopposed in six elections, will retire in December.

The Republican Party has yet to field a candidate.

Maybanks and Lyness both have programs to let non-violent offenders work minor offenses off their records.

These plans have gained support in a county of 116,000 where nearly 3,000 people were arrested for public intoxication or liquor law violations in 2004, according to state records. That is 42 percent more alcohol arrests than in Polk County and more than Black Hawk and Story - Iowa's two other counties with state universities -- combined.

"I like what Nick said about the number of kids who get in trouble with alcohol and drugs," said Del Holland, a 59-year-old retired teacher from Iowa City. "He really has a plan for that."

Maybanks would erase criminal charges if a nonviolent offender completes a six-month probation that includes community service, classes and no new citations, he said.

Lyness, 47, said Iowa law already allows for a person charged with public intoxication to receive a deferred judgment, which means the charge is removed if the offender completes probation.

Lyness would allow other alcohol and drug offenders to complete a 6-month to one year probation that includes community service and substance abuse counseling before charges are dismissed.

"I have ideas for change that are not dissimilar to the ideas he (Maybanks) has, but I have the experience to make them happen," Lyness said.

Maybanks's lack of experience has been an issue leading up to the primary.

He has prosecuted mostly misdemeanors and handled only two felony cases in Linn County, according to online court records.

Lyness started prosecuting domestic abuse, assault and burglary cases in the early 1990s and has tried dozens of felony cases. She has also represented Johnson County in civil issues.

"I have a half-dozen attorneys here with experience comparable to Nick's," White said. "I didn't go to any of them" when he sought his successor.

Maybanks' criticism of decisions made by the Johnson County Board of Supervisors regarding a road north of Iowa City also shows he doesn't understand that the county attorney provides legal advice - not opinion - to county boards and officials, White said.

If elected, Maybanks' comments could disqualify him from representing the county in future lawsuits, White said.

Lyness' connection to White could be an asset or liability, White said. He has pushed for victims' rights, and Johnson County was the first to hire a victim coordinator, said Lyness, who plans to continue that advocacy.

But White's critics say he hasn't done enough to reduce jail crowding. Other residents still disagree with his decision not to prosecute an Iowa City police officer who mistakenly shot and killed artist Eric Shaw in 1996.

Lyness said she appreciates White's endorsement, but will make changes to the office. "I'm a different person from Pat, and I can make those changes happen," she said.



**3. United Kingdom: Action Urged on Alcoholic Parents**

Source: *BBC News*

May 18, 2006

An estimated one in 11 children in the UK is living with a mother or father who "misuses" alcohol, according to a social care charity.

Turning Point is urging an inquiry into the effects of parental alcoholism, which it says "destroys lives".

But the "nationwide problem" remains "hidden and ignored", it says.

Turning Point says children of alcohol abusers often struggle to make friends, are left to care for siblings and are more likely to behave anti-socially.

They also often worry about their parents' health, the charity warns.

**Violence and aggression**

Turning Point's director of policy, Richard Kramer, told BBC News: "We had many children telling us they became violent and aggressive because they learned that behaviour in a household where arguments were common.

"Some people, some children, got caught up in the criminal justice system from an early age because they didn't get that support from their parents."

Turning Point is launching a campaign, called Bottling It Up, to raise awareness of the issue.

Chief executive Lord Victor Adebowale said: "It's inconceivable that the lives of so many children and families are being damaged by alcohol and this has, until today, been a hidden problem.

"The government has started helping children affected by their parents' drug misuse but we estimate there are five times as many children affected by parental alcohol misuse."

The organisation spoke to young victims ahead of Thursday's campaign launch to get their stories.

Danny, 14, told the charity: "I just had enough one day, got really mad, went to school and then walked out halfway through and went into town.

"I nicked a few things and then got done by the police. Part of me did it just to see if they'd [his parents] be bothered."

Jessica, 15, said: "I worry sometimes that something is going to happen to my mum or dad and I don't know what I'd do. What happens if they are poorly? What happens if they don't come back?"

The charity's report says parents who abuse alcohol struggle to show their children enough affection and care.

According to the government's Alcohol Harm Reduction Strategy for England, as many as 1.3 million children in the UK are affected by parental alcohol problems.

Alcohol misuse by parents has been identified as a factor in more than half of all child protection cases.

The Department of Health says it is committed to tackling alcohol misuse and spends an estimated £217m a year on alcohol treatment.



**4. Molson Coors CEO Touts Brand-Building**

By Catherine Tsai, Business Writer – *AP*

May 17, 2006

Building up Molson Coors Brewing Co. brands will be key to pulling the brewer through tough times that have kept beer sales mostly flat, as well as position the company for the long haul, Chief Executive W. Leo Kiely III said Wednesday.

Kiely spoke at the annual meeting of Molson Coors, based in Denver and Montreal, a little more than a year after the family-run Molson Inc. and Coors Brewing Co. merged.

Board Chairman Eric Molson said the merged company has retained the long-term view of a family business in a world "obsessed" with quarterly financial results. "That is our strength, that is our difference, that is our advantage," Molson told shareholders.

Kiely outlined priorities and goals, including building the brewer's brands such as Molson Canadian, Coors Light and Carling in the U.S., Canada and United Kingdom, and strengthening the company's financial foundation.

Earlier this month, the brewer reported a loss of $30.2 million, or 35 cents per share, for the first quarter on revenue of $1.15 billion, up slightly from revenue of $1.05 billion a year before, as it encountered higher energy and commodity costs along with competition.

"Our job is to make our beer special enough that they can ride through that," Kiely said after the meeting.

He cited new packaging and labels as a way to attract more customers. Coors, for example, has "cooler box" packaging that resembles an ice chest and glassware designed to keep beer cold longer.

"Those are all ways to build top line growth the right way," Kiely said.

The merger has gone well, though, and executives expect a total of $250 million in cost savings by the end of 2008, Kiely said.

Brewers have been competing not only with each other but also against wine and spirits.

"We're directly competing for share of stomach with all the vodka flavors," Kiely said after the meeting.

Anheuser-Busch Cos. Inc. has invested in a national ad campaign to promote beer drinking over wine or cocktails, but Kiely said Molson Coors would watch from the sidelines.

"Our role is to build our brands and tell why our brands are special. That builds brand equity for the long term," Kiely said.

In a routine meeting that drew just one shareholder comment urging Molson Coors to create new beverages, shareholders approved nominees to the board of directors and ratified an accounting firm.

Molson Coors shares fell 31 cents to close at $65.84 on the New York Stock Exchange.



**5. Iowa Counties Look to Curb Underage Keg Parties**

By Elizabeth Ahlin, Staff Writer – *Omaha World-Herald*

May 21, 2006

Several southwest Iowa counties are considering beer keg registration ordinances, after a similar proposed died in the Iowa Legislature this year.

Cass, Harrison, Mills and Shelby Counties are among several counties statewide that are looking at the laws, which are designed to curb underage drinking.

Keg registration laws require consumers to provide personal information, such as name and address, when purchasing kegs of beer. Retailers are required to retain customer information and track kegs with identification numbers that are placed on the barrels.

The laws are widely supported by law enforcement agencies, which say the measures could help officers track down those who purchase alcohol for minors. But aggressive lobbying by representatives of beer manufacturers and distributors helped stall proposed legislation at the Iowa Statehouse this year.

Kevin Techau, commissioner of the Iowa Department of Public Safety, said that he thinks the beer companies "turned their back on law enforcement and the kids in Iowa."

Sheila Douglas, executive director of the Iowa Wholesale Beer Distributors Association, said that her organization opposes the registration laws because they are not "an effective way of curbing underage drinking."

Counties statewide are hoping to get around that argument by doing things locally. The laws have passed with little opposition in 10 Iowa counties.

More than half of the states in the country have keg registration laws, including Nebraska, South Dakota, Minnesota and Missouri.

Nebraska's law is 13 years old, and there has been a marked decrease in kegs at underage parties, said Hobert Rupe, executive director of the Nebraska Liquor Control Commission.

Critics of keg registration laws say that such claims are deceptive. A decrease in kegs at underage parties could be accompanied by an increase in cases of beer.

Techau doesn't dispute that possibility, but he said that keg registration is just one way to discourage underage drinking.

Cass County Sheriff Bill Sage brought the issue to the County Board of Supervisors because he wants to cut down on alcohol-related accidents and injuries among young people. Sage said that keg registration can be used as an investigative tool.

"If adults have to give a picture ID with all of their information, they're going to be less likely to have these parties or at least control the access," Sage said.

Douglas does not think that keg registration will be an effective deterrent.

"Quite frankly, if the adult purchases knowingly for an underage person, the two of them show a lack of respect for the existing laws," she said. "Registering is not going to make any difference to someone who has that little respect for the law."

Sage said that this tool is especially important in rural areas, where teenagers might have keg parties out in the country. Too many times, Sage said, all of the partygoers scatter when the police arrive, leaving a keg standing in the field and no one willing to claim it.

Without a statewide Iowa law, individual county ordinances could be rendered ineffective, because people could just drive to neighboring counties to purchase kegs, said Mills County Sheriff Mack Taylor.

The Shelby County Board of Supervisors has held two public hearings on its proposed keg ordinance, and it has not received one negative comment, Supervisor LaVon Christensen said.

He anticipates that the ordinance will be approved.

"The state legislators don't want the responsibility, so we're taking it on ourselves," Christensen said. "They'll probably make it a state deal when we get all the work done for them."



**6. A-B Silent on Chicago Brewer Talks**

**Source: *just-drinks***

**May 23, 2006**

Anheuser-Busch has refused to comment on reports that it is close to buying a stake in Chicago-based craft brewer Goose Island Beer Co.

Reports last week from Chicago claimed that A-B was set to buy a 35% stake in Goose Island and would also take on distribution of the brewer's brands.

However, Dave Peacock, A-B's vice president, administration, told just-drinks yesterday (22 May): "It is our policy to not confirm, deny or speculate on reports of potential investments, acquisitions, mergers, new business partnerships or other transactions."

The craft beer segment is booming in the US with sales up 9% last year, according to the US Brewers Association. By contrast, sales of mainstream domestic beer were flat.

A-B already stakes in niche brewers in the US with a 33.7% interest in Seattle's Redhook Ale Brewery and a 39.5% holding in Portland's Widmer Brothers.

The Budweiser brewing giant has also acknowledged the growing demand for local brews with recent campaigns that asked beer drinkers in Ohio and New England to vote for their favourite "hometown brews" from a shortlist of three, which A-B would then produce permanently.

Redhook Ale Brewery Inc., based outside Seattle, and Portland, Ore.-based Widmer Brothers Brewing Co. Anheuser-Busch now owns 33.7% of Redhook and 39.5% of Widmer.



**7. Post-Granholm**

*Wine Institute*

May 21, 2006

The Wine Institute has produced a summary report of what has transpired legislatively since the Supreme Court decision in Granholm. A copy of the report is attached for your convenience and review.



**8. 'Extreme Drinking,' Alcohol Abuse Common Among College Students**

**By Miranda Hitti - *Fox News***

May 24, 2006

Get ready to learn a new term about over-the-top alcohol use among college students.

The term is "extreme drinking," and it's described in June's issue of "Alcoholism: Clinical and Experimental Research." Extreme drinking goes way beyond the minimum threshold for binge drinking, note Aaron White, PhD, and colleagues.

Binge drinking is defined as at least four drinks per occasion for women and at least five drinks per occasion for men. Extreme drinking doubles or even triples those minimum amounts, notes White, who works in Duke University Medical Center's psychiatry department.

White's team studied data from an online survey of 10,424 first-year students at 14 unnamed U.S. colleges. The students took the surveys in 2003 before taking an alcohol education and prevention course.

The students reported how many drinks they'd had each day for the two previous weeks. Their answers were anonymous.

Alcohol Problems Up in College Students

Levels of Extreme Drinking

The surveys showed that a "surprisingly large percentage of students, particularly males, drink at peak levels well beyond the binge threshold," write White and colleagues.

The findings include:

--1 in 5 men reported drinking 10 or more drinks on at least one day (double men's binge-drinking threshold).

--1 in 10 women reported drinking 8 or more drinks on at least one day (double women's binge-drinking threshold).

--Nearly 8 percent of men reported drinking 15 or more drinks on at least one day (triple men's binge-drinking threshold).

--Nearly 2 percent of women reported drinking 12 or more drinks on at least one day (triple women's binge-drinking threshold).

Extreme drinking was most common among men. People who frequently passed the binge-drinking threshold were the most likely to have at least one extreme drinking episode in the previous two weeks.

About 55 percent of all students reported drinking alcohol in the two weeks before the survey. Most didn't engage in extreme drinking, the researchers also report.

The average number of drinks per occasion were almost six for men and nearly four for women. Underage men and women averaged slightly fewer drinks per occasion (about four for men and three for women).

Are You a Risky Drinker?

Extreme Drinking Underestimated?

If the students underestimated a drink's size, they might have underestimated how much they drank, the researchers note.

In 2005, White and colleagues reported that college students tend to underestimate how much alcohol is in a standard drink.A standard drink is 12 ounces of regular beer, 5 ounces of wine, or 1.5 ounces of 80-proof distilled liquor in a shot or mixed drink.

Obviously, extreme drinking can be extremely dangerous and even deadly. Colleges might do well to target extreme drinking when trying to curb alcohol's consequences among students, note White and colleagues.

SOURCES: White, A. Alcoholism: Clinical and Experimental Research, June 2006; vol 30: pp 1-5. News release, Duke University Medical Center.



**9. EU Aims to Restart Global Trade Talks; U.S. Remains Cool**

By Scott Miller, *Wall Street Journal*

May 24, 2006; Page A6

PARIS -- The European Union, trying to take heat off itself and reignite stalled global-trade talks, signaled it could show new flexibility in cutting farm tariffs. But the U.S. quickly said it was unclear whether the EU was willing to go far enough.

The EU's move came as its trade commissioner, Peter Mandelson, met with incoming U.S. Trade Representative Susan Schwab in Paris. Ms. Schwab is succeeding Rob Portman, with whom Mr. Mandelson jousted during the talks as each powerhouse tried to pressure the other to make more concessions.

Developing countries have resisted opening industrial and services markets until they get better access to agriculture markets, and most have blamed the EU -- constrained by powerful agricultural producers led by France -- for failing to move far enough in the past year.

In a speech to be delivered today, Mr. Mandelson will say: "If the circumstances allow -- that is if, and only if, key partners also put something worthwhile on the table -- the EU will be prepared to enhance further its current agriculture offer." While he has suggested this before, the EU took it a step further by telling trading partners what might be offered.

Still, there were few specifics. People familiar with the situation said the EU position is focused on a formula to cut agriculture tariffs and reduce the exceptions for so-called sensitive products, goods that the EU wants to protect from the deepest tariff cuts.

The global trade talks, known as the Doha Round, are stalled because of the three-way standoff between the U.S., Europe and a group of developing countries known as the G-20.

Deputy U.S. Trade Representative Peter Allgeier said "a minimal change would not be nearly sufficient to the level that we believe is needed for there to be new trade flows." The U.S. has said it could accept a deal in which farm tariffs would be cut by a figure somewhere between its own proposal for a 66% reduction and the G-20's proposal for a 54% cut. The EU's longstanding offer is to reduce farm tariffs 38% or 39%, according to U.S. calculations. The U.S. also demands that countries be allowed to preserve only a very small number of sensitive products.

People familiar with Europe's position suggested that differences between the EU and the G-20 have recently narrowed and it may now be up to the U.S. to show areas where it is prepared to bend. EU officials said that failure to forge the outline of a trade deal by July could result in the round, launched in 2001, being delayed for as long as several years.



**10. Anheuser-Busch Looking To Broaden Product Portfolio**

**By Christina Cheddar Berk – *Dow Jones Newswires***

**May 25, 2006**

NEW YORK -- Anheuser-Busch Cos. (BUD) President and Chief Executive Patrick Stokes said the St. Louis brewer is looking to broaden its product portfolio.

Speaking at the Beverage Forum here Thursday, Stokes said he is willing to consider "any beverage" from any source. Stokes said the company is looking to benefit from the power of its distribution network and the ways it can be leveraged.

Stokes cited a recent distribution deal with Hansen Natural Corp. (HANS), the maker of Monster energy drinks, as an example of the type of arrangement it might establish. Other examples include deals to distribute small imported beers.

Separately, Stokes said the beer industry seems to be following price increases that were implemented in January.

"We have a beer industry that is largely following the pricing out there and we are happy with the pricing for Memorial Day," Stokes said. Memorial Day is a key selling period for beer.



**11. Boycott of Anheuser-Busch Products Sought**

**By Rebekah Scott – *Pittsburgh Post-Gazette***

May 25, 2006

The imminent loss of the landmark Rolling Rock Brewery is spurring leaders of 15 Westmoreland County, Pa., union locals to lay down their lagers and start a nationwide boycott.

Organizers said beer drinkers should continue to pound down Rolling Rocks through the end of July, when the Latrobe, Pa., brewery is scheduled to close and move operations to a plant in New Jersey. But they called on imbibers to immediately shun all other products produced by the corporations who did the deal.

That means no more Bacardi, Beck's, Budweiser, Busch, La-Batt, Michelob, O'Doul's, St. Pauli Girl and Spike's products.

Anheuser-Busch, one of the biggest brewery conglomerates in the world, last week bought the Rolling Rock brand from InBev, a Belgian beverage company with 85 international brands, for $82 million. The sale was announced Friday to the plant's 250 employees

"It was devastating. I've been working there 42 years," said maintenance worker Ed Dobies. "Those corporations never set foot in this town, never got to see the dedication and work we put into them green bottles.

"Rolling Rock is Latrobe. If it moves out of town, I'm never drinking it again."

County commissioners also fretted about the loss of corporate taxes to the Latrobe school district and city, and wondered whether Latrobe's water authority will need to raise rates once its biggest consumer is gone.

Politicians from Latrobe Mayor Tom Marflak to Gov. Ed Rendell have pledged to woo a new brewer to the cutting-edge facility, but William Ehman, the self-proclaimed "chief rabblerouser" who helped lead the call for the boycott, said they were being presumptuous.

"Conglomerates make business decisions all the time, and they change their minds all the time, too. I'm an optimist," Ehman said.

"I think Western Pennsylvanians should do something right now; not just us, but people everywhere who like a good beer, and who understand the pride and identity that goes into Rolling Rock. It's not too late to get (the brewing corporations) to change their minds."

Nick Carota, head of maintenance at the brewery's bottling division, said a Rolling Rock beer made in New Jersey may wear the same label, but it won't really be the same product.

"They can't market it as 'made from mountain spring water' when they're using water pulled from the East River," he said. "They won't get this kind of quality and workmanship from people in Newark."

"If it's not from Latrobe, it's not Rolling Rock," said beer lover Heather McCallen.

