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

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| *December10, 2004* | |

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**1. Glass Closures - More Elegant Than the Cork?**

**December 6, 2004**

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| [Preview](http://home.businesswire.com/portal/site/google/index.jsp?epi-content=MULTIMEDIA_GALLERY_POPUP&newsId=20041202005616&newsLang=en&moduleId=478837757) |
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Last week Alcoa began commercial production of Vino-Lok, its glass-on-glass wine closure system. Has upmarket wine finally found an alternative to the screw cap, asks Kim Hunter Gordon?

The glass stopper is one of the latest solutions to the winemaker’s problem of closure. About 1 in 20 bottles of wine are spoiled because of unstable chemicals in natural cork. But, the aesthetic and tactile appeal of cork is profitable. Producers are faced with dilemma of whether or not to use alternatives.

One of these have been synthetic corks, which are the same shape as traditional corks but made from artificial materials. These have, however, come under heavy criticism for not sealing the bottle well enough. Too much oxygen gets to the wine too quickly and can ruin either the ageing or preserving process. Alongside this, the rare but pinching reports of "plastic taint" also continue to surface.

Screw caps, which have recently won praise from famous wine critic Robert Parker, are of enormous benefit to the 95 per cent of wine produced that should be drunk within four years of its vintage. For wines that need to age, however, it is thought that the small amount of permeability natural cork allows is necessary.

Screw caps do have further benefit to the consumer in that they are re-sealable. But, they are not aesthetically pleasing and have become associated with poor quality wines that have used them for some time because they are cheap.

Vini-lok is a glass cap with a sealing ring, which will preserve young drinking wine just as well as the screw cap. Moreover, its elegant design should enable it to win where the screw cap lost on looks. The glass lid is more attractive than a screw cap and it doesn’t have the associations that go with it. Vini-loks are also, like screw caps, re-sealable. But, they will be more expensive and equally as unsuitable for ageing wine.

The sealing ring, made from ethylene-vinyl acetate, is currently used in mineral water bottles. It is resistant to wine constituents and will not influence taste, say manufacturers DuPont.

The airline Lufthansa has already signed a deal to have its on-board wine selection fitted with the closures. It is likely that other suppliers seeking a more elegant cork alternative for their wine will do the same.



**2. Fourth-Grader Suspended Over Suspected 'Jell-O Shots'**

**December 8, 2004**

NEW ORLEANS, Louisiana (AP) -- An 8-year-old girl was suspended for nine days for bringing to school what appeared to be about 30 "Jell-O shots" -- though it was unclear whether they contained alcohol.

The incident occurred November 29, as the girl stood after classes outside Geraldine Boudreaux Elementary School in Terrytown, a New Orleans suburb. A teacher spotted liquid dripping out of the student's bookbag and found what looked like the small cups of alcohol-laced gelatin that are sold in bars, schools spokesman Jeff Nowakowski said.

The girl told the principal that her mother, who works in a bar, makes alcoholic shots at home and sells them at work. The fourth-grader said her mother had instructed her to take the shots to school and sell them, three for $1, to make some money for Christmas, Nowakowski said.

The gelatin was turned over to the sheriff's department for testing to see if it contained alcohol.

The girl was suspended for violating school rules against possessing or trying to distribute a "lookalike," or something that appears to contain drugs or alcohol.

Under the lookalike rule, the girl's suspension will stand no matter what the sheriff's department finds.

"The school system's position is, it doesn't matter if it had alcohol in it or not," Nowakowski said.

The names of the girl and her mother were not released.

The mother must also allow school officials to test her daughter's hair for signs of drug use, Nowakowski said.



**3. Move Over, Vodka; Whiskeys Are Back**

By William Spain - *CBS.MarketWatch.com*

December 8, 2004

Spirits firms see growth in long-shunned 'brown goods'

CHICAGO (CBS.MW) -- While W.C. Fields refused to eat on an empty stomach, he was not known for being overly fastidious in his choice of pre-dinner drinks. As long as they were hard.

But the star of stage and early screen preferred good whiskeys when he could get them -- just like most imbibing Americans of his time.

Well, Fields popped his last cork in 1946, but those drinkers are back. Or at least their grandchildren are.

Fresh off luring consumers into the new world of fancy vodka, the liquor business has reached back into the past to come up with the next big tipple. Be it scotch or bourbon, Canadian or Irish, small-batch or mass-produced, spirits companies are looking to previously dormant "brown goods" to help drive growth.

'The ['brown goods'] category is growing primarily because distilled spirits in general is growing, but there is a trend within that trend.'

And, by rolling out new products or dusting off old ones -- and spending freely to tout them all -- they are getting it.

"The category is growing primarily because distilled spirits in general is growing, but there is a trend within that trend," said Kevin McCarthy, marketing director for Maker's Mark bourbon and various scotches produced by Allied Domecq (AED: news, chart, profile). "A segment of customers are looking for products that have a bit more substance to them, products that are rooted in heritage and authenticity."

**Drink strength**

The numbers back him up: According to the Distilled Spirits Council, between 2002 and 2003, total sales of bourbon were up 2 percent to 13.4 million cases -- not exactly explosive but a far cry from the long years of decline in the 1980s and early 1990s. Furthermore, at the superpremium end -- with its higher price tags and margins, the growth was a respectably robust 7.6 percent.

Single-malt scotch, meanwhile, grew more than 12 percent to 846,000 cases over the same period. The superpremium brands led the way with a 70 percent jump. Growth in blended scotch was more tepid, with volume declines at the "price value" level dragging down the category to a 1.6 percent increase to 8.5 million cases.

But, again, demand at the high end is surging, with superpremium brands rising 13.1 percent.

David Ozgo, head of economic and strategic analysis for the Distilled Spirits Council, estimated that bourbon sales this year will rise about 3 percent and single-malt sales will gain 6 percent, driven by the higher-priced brands.

In one sign of confidence in the category's prospects, Diageo (DEO: news, chart, profile) just launched Johnnie Walker Green Label, a blended-malt scotch that is only the fifth label for the brand in nearly two centuries. Priced in the $50 range -- double the cost of its Red Label but barely a quarter of its sky-high Blue -- the whisky hit U.S. shelves in November, far earlier than originally planned.

"We were planning to launch it next year, but the demand was just so strong," said Richard Nichols, Diageo's vice president of marketing for scotch in North America. In fact, in order to meet the initial trading needs, he added, "we had to fly it in."

**Going after the grail**

One of Nichols' missions is to make scotch, especially high-end scotch, more accessible, particularly to what he calls the Holy Grail: younger adult drinkers. He said other Johnnie Walker labels have done well at that, especially in urban areas and among Hispanics.

"We are breaking out of the old world of scotch, where it was very traditional, very formal, very governed by rules," he added. "We have led scotch out of being 'my father's drink' or 'my grandfather's drink.' "

In addition to advertising, trade promotions and various launch parties, among the various events to celebrate the arrival of Green Label, Diageo's North American CEO, Ivan Menezes, was to ring the opening bell at the New York Stock Exchange on Wednesday.

"If Diageo pulls it off, they will get both the single-malt market and the blended-scotch market," said John Hansell, editor of the Malt Advocate. "Or they could fail to attract either. We'll see."

Other players in the market for brand-name whiskeys include Fortune Brands (FO: news, chart, profile), which makes Jim Beam and Dalmore, and France's Pernod Ricard (FR:012069: news, chart, profile), maker of Wild Turkey and Glenlivet.

By no means is all the action at the top end. Classic brands priced between the upmarket and the down-and-out are also seeing vibrant growth.

Brown-Forman's (BF.B: news, chart, profile) Jack Daniel's is already the biggest-selling whiskey of any type in the U.S. and has been showing percentage growth in the mid-single-digits annually since coming off the flat line about 10 years ago.

"The market for distilled spirits is the best it has ever been," said spokesman Phil Lynch, as a result of two factors: favorable age demographics and increased marketing.

'Americans for many years have been talking about a return to flavor, and they are finally beginning to do it.'

"We have increased the spend [behind the brand] every year for the last seven to eight years,' Lynch said. "We have seen accelerating growth, and there is an opportunity to further accelerate that growth."

Indeed, as a demonstration of just how much faith Brown-Forman has in its flagship brand, the company just made its biggest single marketing investment ever: a NASCAR sponsorship that runs well into the millions of dollars.

**Return of taste**

"Brown goods had suffered for a long time, as people were escaping taste," said Tom Pirko, president of consultancy BevMark. "Americans for many years have been talking about a return to flavor, and they are finally beginning to do it."

Pirko likened the recent trend to the boom in microbrews, which occurred when "people started demanding things they could actually taste."

Fields, who said he always carried a flask of whiskey in case of snakebite -- along with a small snake -- would no doubt approve.



**4. Clerks to Receive State Tobacco Training**

*Ad-Express and Daily Iowegian*

December 8, 2004

MOULTON, IA - Sound the bell because school's in session for tobacco retailers. Area clerks will go back to school to receive state training on the "ABC's" of selling tobacco products.

In coordination with the Iowa Alcoholic Beverages Division (ABD), the Moulton Police Department will teach a tobacco compliance training class on Monday, Dec. 20, from 5 to 7 p.m. Training will be held at the Moulton City Hall Meeting Room. Registration is exclusively available via the Iowa ABD's web site at [www.IowaABD.com](http://www.IowaABD.com).

The two hour class will teach the fundamentals of tobacco regulation, law as and penalties, driver's license evaluation, situational evaluation, and age verification techniques.

Clerks that attend the training and pass the online test will receive a certificate that is valid for 2 years. Certified clerks who fail by selling tobacco to kids will not be sent to detention to wash chalkboards, but rather have their certificate revoked and face a hefty fine.

Retailers, however, may use the training as an affirmative defense against a civil penalty once in a four year period. In order to assert the affirmative defense, the clerk that made the illegal sale must have been certified through the state compliance-training program.

"Education is an important element in the old-school problem of kids getting tobacco," notes Lynn Walding, Iowa ABD administrator. "The classroom training will seat clerks 'front and center' to achieve tobacco sales compliance," Walding adds.

The tobacco compliance training class will teach clerks that keeping tobacco from Iowa's kids is an easy as "ABC" and as simple as "1,2,3." Visit www.IowaABD.com for more information and to register for an upcoming training opportunity.



**5. Death Leads to University Alcohol Ban**

Source: *Cnn.com*

December 7, 2004

NORMAN, Oklahoma (AP) -- Drinking will be banned at University of Oklahoma fraternities and residence halls under new policies announced Wednesday, two months after a 19-year-old student died of alcohol poisoning.

University of Oklahoma President David Boren said the rules will go into effect January 18 at the start of the new semester. Three violations will end in a student's suspension for one semester.

The university also will set up a hot line for students to report violations and will expand alcohol education programs.

Drinking already is prohibited at sororities.

Boren will present the policies to the Board of Regents Monday for approval. Regents have been involved in creating the plan and support it.

"These policies send a strong signal that alcohol abuse will not be tolerated at the University of Oklahoma," Boren said.

Citing studies from the National Institutes of Health and the Harvard School of Public Health, Boren said limiting access to alcohol on campus should lessen binge drinking by at least 75 percent.

"I feel that it is my responsibility to do everything I can to protect the health and safety of students," he said. "I could not turn my back on the statistics."

**Campus deaths**

Student Blake Hammontree died September 30 after a Sigma Chi fraternity party. He had a blood-alcohol content more than five times the legal limit. The frat has since been shut down.

Police still are investigating the death and several fraternity members have been subpoenaed to testify before a grand jury. One student, a sophomore, has been charged with furnishing alcohol to another minor at the party.

"The investigation continues and other charges are anticipated," said Cleveland County District Attorney Tim Kuykendall.

Similar recent incidents have been reported at campuses, including Colorado State, where student Samantha Spady had consumed as many as 40 drinks when she was found dead at a fraternity house in September.

Also this fall, Lynn Gordon Bailey Jr. died after he was taken to the mountains near the University of Colorado with fellow Chi Psi fraternity pledges and told not to leave until several bottles of whiskey were finished. Bradley Kemp of the University of Arkansas died after downing a dozen beers and, friends said, possibly other drugs.

As part of the University of Oklahoma's crackdown, Boren said staffers will make unannounced inspections and fraternity leadership and alumni will be asked to make sure the drinking ban is being followed.

Freshman Angel Rivera was skeptical of the administration's plan. "I don't think it's going to stop it," Rivera said. "If you want to drink you'll find a way."



**6. Growing Number of College Students Taking up Smoking, Research Says**

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| By April Wortham - *The Associated Press*  December 8, 2004 |  |  |

TUSCALOOSA, Ala. (AP) — Melanie Johnson says she knows she shouldn't smoke. Both her grandfathers died of lung cancer, and the 22-year-old gave up a Camel habit herself during high school. But when the University of Alabama student got a job bartending on The Strip in Tuscaloosa, the reasons against smoking suddenly didn't seem as compelling as the waft of tobacco greeting her every time she clocked in.

"It's the environment. Everybody's smoking around me," Johnson said on a recent Thursday night, pausing while a sorority sister lit her Marlboro Light. "I'm going to quit when I graduate... It's horrible for you. I don't want to die young."

Johnson is part of a growing trend. Adults ages 18-24 have the highest smoking rates and the largest increases in smoking rates of any other age group, according to the Centers for Disease Control and Prevention in Atlanta. Alabama's rate of smoking in adults 18-34 — the closest comparable demographic recorded by the state health department — is 29 percent, significantly higher than it was in the early 1990s.

It also is higher than the state average, which among all adults is about one in four, according to a 2002 survey by the Alabama Department of Public Health.

Diane Beeson, director of the Tobacco Prevention and Control Division for the state health department, said that after the 1998 Master Settlement Agreement that ended the tobacco industry's ability to market directly to youth 17 and younger, tobacco companies shifted their strategy to target what she calls the "barely legal crowd."

Alabama is one of 46 states receiving annual payments from the top five tobacco companies as a result of the Master Settlement Agreement, which was reached when states were trying to recover tobacco-related health care costs.

"Eighty-nine percent of current smokers started before age 18, so we used to think that if we can just get them past 18, they're unlikely to start the

[*Click here for the rest of the story*](http://www.montgomeryadvertiser.com/NEWSV5/storyV5ONYOUNGSMOKE09.htm)



**7. US: Stolichnaya Hits TV for First Time**

Source: *just-drinks.com editorial team*

December 8, 2004

Allied Domecq Spirits, North America and Stolichnaya vodka have announced the launch of the vodka’s first-ever television marketing campaign. Complementing the recently-unveiled multi-million dollar “Frozen” print advertising program, the new Stoli television campaign will include product integration and commercials that will first be seen on cable network Spike TV.

Created by the New York office of Publicis Worldwide, AD’s advertising agency of record, the new television spot, called “Frozen Neighbours,” depicts the effects a totally frozen apartment has on the neighbours of the surrounding flats. The man who lives upstairs puts his feet on the floor and is surprised to find that it is coated with a layer of ice. A neighbour on the other side discovers that the contents of her bathroom cabinet are frozen solid, while the man in the apartment below is shown on a stepladder, fiddling with icicles on a ceiling fixture. The spot ends by cutting to the Stoli apartment, which is completely and utterly frozen. The tag line is, “Stoli Genuine Russian Vodka:  Best Chilled.”

“Stoli vodka’s ‘Frozen’ print, radio and television advertising, as well as our point-of-sale and on-premise promotions, are all crafted to deliver our core consumer proposition – that Stoli vodka is best enjoyed ice cold,” said Simon Hunt, executive vice-president of marketing for Allied Domecq Spirits, North America.

The Stoli television spot will first be seen on Spike TV’s new reality show “The Club” beginning in December which airs at 9 pm on Wednesdays. The show will also feature another first for the iconic vodka brand in the form of television integration. In a step beyond product placement, Stoli vodka will actually be integrated into a January episode storyline, having the onscreen characters interact with the brand.

“The key to Allied Domecq’s product integration is making it feel organic, not forcing it on the viewers, thus turning them off,” said Chris Monaco, director of entertainment marketing at AD North America. “With a brand as well-known as Stoli vodka, we want to simply reinforce our key communications points and consumer proposition.  ‘The Club’ is a natural choice for achieving this, given its upscale, high-energy setting.”



**8. Johnnie Walker Ambassador Shares Tradition**

By Yoo Soh-jung - *The Korean Herald*

December 8, 2004

He may not be Johnnie Walker reincarnated, but the home village of the legendary Scotch whisky distiller thinks Ian Williams is close enough.

The 56-year-old Williams circles the world, extolling the blended Scotch whiskies under Johnnie Walker’s global brand. Plus, of course, he gets to drink while working.

“Im basically a guy who is Johnnie Walker. So that’s encompassing all the Johnnie Walker products, the history and production of Scotch whisky,” he said.

Johnnie Walker was established in 1820 by its namesake in Cardhu, in northern Scotland. Today it is owned by Diageo, the world's leading company for premium alcohol brands.

In 1998, company headquarters Cardhu decided it needed a fulltime manager of the Walker legacy and label. Williams, a Diageo employee since the age of 19, was tapped for a "walking campaign" to promote the brand.

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| http://www.koreaherald.co.kr/SITE/data/img_dir/2004/12/08/200412080023.gif |
| Ian Williams |

The whisky ambassador was in Seoul to promote Johnnie Walker's Blue Label, the cream of the brand line, a blend of 16 expensive whiskies. The local retail price for a 750-millilitre bottle is 300,000 won. While Korea's whisky sales are in the doldrums mainly due to the sluggish economy, Blue Label accounts for only a small portion of the liquor market and targets a specific niche - confident, successful individuals who have the means to enjoy a rich lifestyle. During Williams' stop, Diageo hosted a dinner for chief executive officers.

In his global stops, Williams only offers suggestions on how to drink whiskey.

"Honestly, at the end of the day, we have to respect the individual cultures of the world on how to consume alcohol. All we can do is offer advice," he said, adding that he heard a lot about the boilermaker - the cocktail of Scotch and beer enjoyed by many Koreans.

"That's a totally different way of thinking about drinking whisky. But me being a traditional whisky drinker, I like Johnnie Walker Gold Label with a little bit of water," he said.

As manager of the Johnnie Walker brand, he says he makes sure Diageo's global staff receives the training and gains the necessary knowledge and historical insight to market the products with confidence and authority. He imparts the history and insights of Johnnie Walker products, Scotch whiskies, and Scottish history.

"It's really an opportunity for the company to fulfill its commitment to that one brand," said Williams. "I'm the fortunate gentleman invited to take on the position as manager, so it was left to me to develop the home and set the standards along with the Johnnie Walker team."

Williams had his first taste of the hard liquor, the single malt Talisker, when he was 17. And as much as he is loyal to Johnnie Walker, He said he drinks whiskies made by competitors.

"I think it's important to understand what our competitors are doing; we have to understand their products. Some are very good competitors. So, Johnnie Walker never underestimates the power of the opposition."

As for the future of Scotch, he stressed that he was sharing his personal view rather than Johnnie Walker's.

"I have no problem with the industry changing, but I do feel that for far too long the industry has relied on traditional Scottish attributes to promote the whiskies, such as the tartan and typical Scottish advertising. I think it's now time to do something different," he said, noting that when Johnnie Walker adopted the "walking" campaign, it went from a Scottish brand to a completely international brand.

He said that people misunderstand whisky and there is a need to start appealing to different age groups, especially younger consumers.



**9. A Toast to Liquor Stocks**

By Nilus Mattive – *Business Week*

December 8, 2004

**Savvy marketing campaigns and a growing taste for wine and spirits have put Constellation and Brown-Forman on S&P's top shelf**

With the holiday season in full swing, many people are busy stocking their fridges, wine cellars, and liquor cabinets in anticipation of guests, parties, and the stress associated with finding the perfect gift. Standard & Poor's equity analyst Anishka Clarke thinks it might also be a good time to pour some money into the stocks of a select few alcoholic beverage companies.

Why is she bullish? Clarke says the outlook for alcoholic beverage companies is favorable for a number of reasons. One is the large number of people between the ages of 21 and 27 in the U.S. That group, an important market for the alcoholic beverage industry, has become more interested in beverages once favored by older drinkers. "There has been a surge in the popularity of wine and spirits for this demographic," Clarke notes.

**SOARING SPIRITS.**  Favorable pricing is also a potential benefit for the industry. Clarke thinks beer prices will remain strong over the next six months. And although an oversupply of grapes has kept wine prices in check, she believes that supply will dry up by 2006, allowing vintners to raise their prices.

Because marketing and promotion ploys play a big part in selling alcoholic beverages, Clarke also notes that some makers are stepping up their efforts to attract consumers. For example, companies have been increasing on-site marketing efforts, such as hosted functions at bars. Clarke says these targeted events, along with increased media advertising, will continue to aid industry growth.

That said, what does S&P consider the top-shelf names in the alcoholic beverage group? Clarke currently favors Anheuser-Busch ([**BUD**](javascript:%20void%20showTicker('BUD','pi')) ; S&P [**Quality ranking,**](javascript:%20void%20showGlossaryTerm('E04')) A+; recent price, $50), Brown-Forman ([**BF.B**](javascript:%20void%20showTicker('BF.B','pi')) ; A; $48), and Constellation Brands ([**STZ**](javascript:%20void%20showTicker('STZ','pi')) ; B+; $46). She believes Anheuser, which carries an S&P investment ranking of 4 STARS (buy), will successfully stave off strong competition to remain the leading brewer in the U.S.

**BIG CELLAR.**  The analyst likes Brown-Forman because she thinks it's well positioned to take advantage of positive industry trends. She thinks that should lead to increased sales of Brown-Forman's brands, which include behind-the-bar icons like Jack Daniel's, to both younger Americans and international customers. Clarke ranks Brown-Forman 5 STARS (strong buy).

As for Constellation, Clarke thinks it will gain from strong beer pricing since it distributes 6 of the 22 major imported beer brands. In addition, it has the largest wine business in the world and a line of distilled spirits. Constellation is also ranked 5 STARS.



**10. Injuries Focus of Testimony in Etc. Trial**

By Mike McWilliams - *Iowa City Press-Citizen*

December 8, 2004

**Burn victim describes fiery bar stunt**

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| |  | | --- | | http://vh10018.v1.moc.gbahn.net/apps/pbcsi.dll/bilde?Site=D5&Date=20041208&Category=NEWS01&ArtNo=412080307&Ref=AR&Profile=1079&maxw=250&border=1  Deanine Busche describes how fire jumped from the bar into her face as former Etc. bar manager Troy Kline, left, and Kline's attorney Terry Abernathy listen to her testimony Tuesday during the civil suit in Johnson County District Court.  **Press-Citizen / Jason A. Cook** | |
| |  | | --- | | More... • [Testimony continues in bar stunt case](http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20041209/NEWS01/41209003/1079/NEWS) • [Testimony begins in Etc. case](http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20041207/NEWS01/41207009/1079/NEWS) • [Trial starts in Etc. case](http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20041207/NEWS01/412070313/1079/NEWS) | |

While sitting at the Etc. bar in April 2002, Deanine Busche said she saw a stream of fire climb up toward a bottle of high-proof alcohol used as fuel in a fiery bar stunt.

Moments later, Busche said she heard a roar and saw a fireball coming at her.

"I put up my arm, gasped and then kind of fell off my stool a little bit," said a tearful Busche. "I knew my hair had caught, and I remember smelling it. I don't exactly know how I got on the ground ... I know it was frightening."

Busche, 23, testified for more than five hours Tuesday in Johnson County District Court. The Schaumburg, Ill., native is seeking unspecified damages from former Etc. owner Herbert "Kip" Pohl, of Chicago, and former bar manager Troy Kline, 28.

According to authorities:

On April 18, 2002, Kline set the bar ablaze mimicking a stunt he had seen during spring break that year. Using Everclear, Kline filled the bar rail with the liquor and lit it. Kline then attempted to revive the foot-high flames by adding more Everclear, but flames leapt from the bar, injuring nine patrons at the 118 S. Dubuque St. nightclub in downtown Iowa City.

Busche received third-degree burns on her hands and face and other parts of her body. She also suffered an injured shoulder and broken nose from people trying to smother the flames and has amassed more than $100,000 in medical bills.

The former University of Iowa student said she had seen Kline perform the bar stunt about a dozen times before April 18, 2002, incident. She claimed Kline never warned the crowd at the bar when he planned to perform the stunt.

However, as with previous times, Busche said she grabbed her purse and moved her stool about 2 inches from the bar when she saw Kline getting ready to set it ablaze.

That is at least one contention defense lawyer J. Ric Gass had with Busche's testimony Tuesday.

"You could've chosen, instead of sitting next to the bar knowing the stunt could occur randomly and with without notice, you could have gotten your drink and moved away from the bar, correct?" Gass asked Busche.

Much of Busche's testimony focused on her injuries and lengthy recovery. Her lawyers showed photographs taken immediately after the incident to the jury. The photos included shots of Busche's head, arms and shoulders, which appeared red, swollen and waxy.

At one point, Busche removed her suit jacket to show the jury scars on her torso. Scars, she said, which are permanent.

Besides the scars, Busche said her skin does not tolerate extreme heat or cold, bright light or the sun without some discoloration, itchiness or other irritation. She said she still has nightmares about the incident.

"It's inescapable," she said. "And the fact that so many people were in the bar, that in and of itself is horrifying."

Gass has implied that Busche might have caused the fire flash, by spitting high proof alcohol at the fire. Busche denied this and said the only drink she had that night was a mixed drink.

Gass also pointed out that Busche has been able to lead a relatively normal life since the accident. Besides going to various parties, camping trips and shopping, she also has resumed taking college courses and has an internship at a TV station in Chicago.

"I'm not suggesting that the burn caused all these good things to happen," Gass said. "I'm just saying you have some good things going on right now."

Busche likely will finish testifying today. Her lawyers are expected to call one more witness before resting their case.

