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| *June 16, 2006* |

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**1. Grenadine, True and False**

By Eric Felten - *Wall Street Journal*

June 10, 2006; Page P7

![[Drinks]]()In a New York courthouse, restaurateur Richard Nathans was being grilled on the stand. "What kind of meat do you put in a chicken sandwich?" asked the lawyer for the plaintiff.

"Turkey, the same as in any other restaurant," Mr. Nathans replied.

"Then, the name by which you sell your wares to the public has very little relation to the ingredients you use?"

"Oftentimes it has."

Mr. Nathans was not himself on the spot for substituting cheap filler in his restaurant. Instead, as the president of the New York Restaurant Board of Trade, he was appearing before New York Supreme Court Justice John L. Walsh in April 1936 to argue that other restaurants should be able to substitute whatever they like in their recipes -- particularly bar recipes. The question before the court: Can you make a Bacardi Cocktail without using Bacardi-brand rum?

In the years just after Prohibition, the Bacardi Cocktail -- white rum, fresh lime juice and grenadine -- threatened to unseat the king of cocktails. "The famed Martini is reported to be slipping at last in popularity," wrote the Washington Post in 1937, yielding to the Bacardi Cocktail. That same year, Hollywood columnist Jimmy Fidler gossiped that, according to bartenders at the Brown Derby restaurant, "Bacardi cocktails are Filmtown's favorite drink."

Pink, sweet-tart and trendy, the Bacardi Cocktail was, as mixologist Dale DeGroff puts it, the Cosmopolitan of the 1930s. New York newspaper columnist Karl K. Kitchen also popularized a permutation -- one that I prefer -- called the Bacardi Special Cocktail, made by adding a little gin to the mix.

With orders for Bacardi Cocktails pouring in, no wonder Bacardi wanted to make sure those drink orders were filled with their rum and no other. So Compañía Ron Bacardi picked two prominent offenders in New York -- the Barbizon-Plaza (a *haut* Central Park South hotel that is now the Trump Parc) and a swanky Swedish smorgasbord called the Wivel Restaurant -- and filed suit. The bars' defense was simple: Nobody in the business made Bacardi Cocktails exclusively with Bacardi. They called in bartenders from Jack Delaney's joint, the suave Stork Club, and the Westchester-Biltmore Country Club. "Most of them agreed that they use any bottle of rum handy when a customer asks for a Bacardi cocktail," the New York Times reported.

The first round of the legal bout went to the restaurants and bars. "The plaintiff's particular brand of rum has not been shown to be essential in the public mind to the drink known as 'Bacardi cocktail,' " New York Supreme Court Justice Samuel Rosenman (whom FDR nicknamed "Sammy the Rose") ruled in denying a temporary injunction that would have prohibited the Barbizon-Plaza and the Wivel from selling any drink so named.

When the case went to the full court, though, Bacardi triumphed. "Beyond a reasonable doubt," ruled Justice John L. Walsh, a Bacardi Cocktail without Bacardi rum is a "subterfuge and a fraud."

It's still a good idea to make a Bacardi Cocktail with Bacardi (after all, it's the law). But the brand of white rum used is less important to the success of the drink than another crucial ingredient, the quality of which is usually overlooked: grenadine.

Grenadine is a sanguine syrup once made with a base of sugar and pomegranates. Go to a liquor store today and you're likely to find just one brand -- Rose's. Look closely at the label. You'll find there is no sugar, just high fructose corn syrup. And the color comes not from pomegranates but from red dye #40 (with a smidgen of blue dye #1 added to get the surreal hue just so). The label also informs us that the taste comes from both "natural and artificial flavors." Uncap the bottle and give it a good whiff. The dizzying bouquet of chemically synthesized fruit is immediately recognizable -- Robitussin. To be fair, I should point out that the *color* of Rose's grenadine differs from that of the cough syrup -- Robitussin uses only red dye #40. I rather wonder what old Justice Walsh would have said of such sorry stuff passing itself off as grenadine.

Make a Bacardi Cocktail with Rose's grenadine and you get a drink that is a startling day-glo magenta. Or at least it *would* be startling if we hadn't all become accustomed to Rose's pushy, strident color. What is truly startling is what happens when you make a Bacardi Cocktail with honest-to-goodness grenadine, like the one made in France by Rième Boissons. Its traditional Sirop de Grenadine is deep ruby in the bottle, but the color softens and disperses in the shaker, producing a drink that is a gorgeous dusty rose. The taste is every bit as improved as the appearance.

Happily, Rième -- which can be hard to find, but worth the effort -- isn't the only brand offering delicious alternatives to the ubiquitous Rose's. Among the new grenadines on the market are bottles from Williams-Sonoma, Stirrings and the Sonoma Syrup Company.

Williams-Sonoma's grenadine is a mix of Pom brand pomegranate juice and cane sugar, and is made for the retailer by Stirrings. It's very good, as is the Authentic Grenadine that Stirrings sells under its own brand. But the best of the domestic grenadines comes from the Sonoma Syrup Company, which makes an unbelievably thick and deeply flavorful grenadine called Pomegranate Simple Syrup. It can be found in smart gourmet stores like New York's Dean & DeLuca or at Williams-Sonoma (and should be on the shelf of any liquor store that cares about quality drinks).

I can't decide whether I prefer Sonoma Syrup's cane-sugar grenadine or Rième's beet-sugar version. Both are delicious and either will help make a Bacardi Cocktail that will show you what all the fuss was about. Because -- Richard Nathans's testimony notwithstanding -- you can no more make a Bacardi Cocktail with red-dyed corn syrup than you can make a chicken sandwich with turkey.

BACARDI SPECIAL COCKTAIL

1½ oz Bacardi white rum

¾ oz gin

juice of ½ lime

2 teaspoons of either Rième Grenadine Syrup or Sonoma Syrup Company's Pomegranate Simple Syrup.

• *Shake with ice and strain into a cocktail glass. Garnish with lemon peel or lime. (For a Bacardi Cocktail, just drop the gin.)*

**2. Keg Registration Ordinance Gets First OK**

*Des Moines Register*

June 15, 2006

Dallas County leaders say they intend to crack down on residents who buy kegs in neighboring counties in an attempt to avoid new keg registration laws.

Supervisors on Tuesday passed the first reading of an ordinance that requires any alcoholic beverage sold in a keg or in a container of two gallons or more to be registered. In addition, the ordinance requires any resident who purchases a keg in another county to register it with the Dallas County sheriff’s office. The office will charge a fee to recoup the cost of printing forms, letters and other administrative needs associated with the registration ordinance.

Supervisors will vote on the second reading of the ordinance at 10:30 a.m. next Tuesday.

**3. One 'Big' Label Battle**

By Kevin McCallum – *The Press Democrat*

June 10, 2006

**Wineries' dispute over 'Big Ass' trademark highlights growing importance of eye-catching brands**

Two North Coast wineries are in one Big Ass label dispute.

Both Adler Fels Winery in Santa Rosa and Milano Family Vineyards in Hopland are producing "Big Ass" wines, and neither is willing to turn the other cheek.

The two sides are girding for a battle in federal court in San Francisco over the rights to the colorful name.

The case highlights the increasing importance wineries are placing on eye-catching brands to help their products stand out in a fiercely competitive marketplace.

"The Big Ass name seems to have some legs, no pun intended," said Raymond Horwath, who applied for a trademark for " Big Ass " for beer in 1995.

Alder Fels got federal approval to produce "Big Ass Cab" in April 2004 for one of its custom-crush clients. The label on the $15 cabernet sauvignon features a colorful painting of a corpulent couple dancing.

Six weeks later, in June 2004, the smaller Milano Family Vineyards in Hopland received label approval to make "Big Ass Red," a red blend that also retails for about $15. The label also depicts a painting of a couple dancing, the woman's posterior prominently displayed.

At the time they got their labels approved, however, neither winery owned the trademark for the cheeky name.

That belonged to Fairfield resident Horwath, whose trademark application for Big Ass beer was approved in 1999. He uses it today on two beers made at his Sierra foothills microbrewery.

Horwath, a former basketball player who learned about beer while playing professionally in Germany, said he came up with the idea after hearing the term used as slang for something large or full-bodied.

"I have a Newfoundland dog and when we'd walk people would say, 'Hey, that's a big-ass dog,'" Horwath said.

In July 2005, with his beer business building steadily, Horwath agreed to license the rights to "Big Ass" to the tiny Milano Family Winery.

Deanna Starr, a former nurse who started the 4,000-case Hopland winery with her husband Ted in 2001, said she first learned the importance of catchy labels when she created Recall Red in 2003, a "tribute to the crazy gubernatorial recall election in California," according to the winery's Web site.

"That taught me the power of a label," Starr said. "We had calls from all over the country on that."

Looking for a follow-up hit, Starr and a graphic-artist friend in early 2004 created the dancing couple label.

"We were showing it to people in the tasting room and they were saying 'My, what a big ass that gal has.'" Starr recalled. "That's when the lightbulb went on."

They redesigned the label to be Big Ass Red, received federal approval, and began selling the wine out of the tasting room almost immediately, she said.

But when Starr sought to trademark the label, her attorney found that Horwath owned the rights to the name. Starr made contact with Horwath and struck a deal to license the name from him, she said.

Soon after inking the deal, Horwath said one of his customers saw another "Big Ass" wine at a wine show. A little investigation revealed that Adler Fels, the 300,000-case winery started in 1979 by David and Ayn Coleman, was producing three wines with that name: Big Ass Cab, Big Ass Zin and Big Ass Chard.

In an effort to urge the winery to stop infringing on his trademark, Horwath said he spoke to Larry Dutra, president of the Adams Beverage Group, the Westlake Village firm that purchased the winery in late 2004. Dutra explained that while Adler Fels produces the Big Ass label, the brand was actually owned by a New Jersey beverage distributor.

Alder Fels makes a few of its own wine brands, such as Leaping Lizard, but specializes in making wines for other organizations, a common wine industry practice called "custom crushing." It makes Big Ass wines for Allied Beverage Group of Mt. Laurel, N.J.

Dutra said this week the genesis of the Big Ass labels preceded his company's purchase of Adler Fels, and he could not comment on it. He said the company hoped to have the matter behind it soon.

"It's unfortunate that we live in a litigious society where a guy who makes beer can interfere with a wine business," Dutra said.

But the U.S. Patent Office considers beer and wine, especially those sold at similar prices, to be a single class of goods to avoid confusion, said Horwath's attorney, Dawn Ross, of Carle, Power, Mackie & Ross. Therefore, Horwath's beer trademark covers wine as well, she said.

The fact that Adler Fels received label approval a few weeks before Milano means nothing, Ross said, because Milano was the first to license the "incontestable" trademark from Horwath, Ross said.

"The trademark trumps all," she said.

Wine label disputes are not uncommon, but it is unusual for them to end up in lawsuits, Ross said. The law is fairly clear, and usually once the facts are outlined, the winery infringing on a trademark agrees to stop, she said.

But in Horwath's case, after he demanded Allied stop using his name, the company sued him in federal court in New Jersey. The suit accused him of fraud and claimed his trademarks were invalid. The company withdrew the suit shortly before a judge was to rule on a motion to dismiss the case.

It's not too surprising that two wineries would want to use the "Big Ass" name, said British wine writer Peter May, who recently published "Marilyn Merlot and the Naked Grape," a survey of unusual wine labels. Wineries, especially new ones, are realizing they need to be creative to stand out on store shelves that are more crowded than ever, May said.

Between 2003 and 2005, the number of wine labels approved in the United States increased 50 percent, from about 60,000 to more than 96,000, according to industry analyst Vic Motto.

Examples of clever wine labels are everywhere, May said. Fat Bastard, a French wine, has seen phenomenal growth in the United States in recent years, and is now the fourth best-selling French chardonnay in the United States, May said. Goats Do Roam, a South African wine that plays off of the French wine region Cotes du Rhone, has seen equally rapid growth, May said.

"If you're aiming for the low to mid-price range and you want to get someone to pick up your wine, then you've got to have something fun and a bit interesting just to get people to notice it," May said.

Which makes it more important than ever for wineries to protect their trade names, said David Stoll, an intellectual property attorney with Farella Braun + Martel in San Francisco. There was a time when wineries could get away without trademarks because after several years of uncontested use, they would establish rights to the name, he said.

But there has been such an explosion of new wine labels in recent years that seeking trademark approval is vital, Stoll said.

"It's ironic, because there is tremendous consolidation in the industry, and yet there is tremendous brand proliferation," Stoll said.

<http://www1.pressdemocrat.com/apps/pbcs.dll/article?AID=/20060610/NEWS/606100397/1036/BUSINESS01>

**4. A-B Facing Lawsuit Over Song Usage**

Editorial Team - *just-drinks.com*

June 12, 2006

Anheuser-Busch is under fire from LA-based music group The Standells, who have filed a federal lawsuit against the brewery for reportedly using the song “Dirty Water” in commercials without permission.

According to US press reports, The Standells have filed a lawsuit alleging that, although their record company received a "substantial" royalty payment for use of the song, A-B did not seek the permission required under copyright laws in the country.

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| **Close pop-up** |

The song in question is periodically played by the Boston Red Sox after home baseball matches as part of an ongoing allegiance, but the rock band claim that A-B used the 1966 hit to advertise flagship brand Budweiser illegally, and are seeking US$1m in compensation.

A-B has responded to the lawsut by stating that the advert was never aired on television, and reiterating that a loyalty payment was paid at the time.

The company said: "The Bud Light advertisements referred to in the Standells’ lawsuit were produced but never aired on television because the footage used in the ads did not effectively communicate the brand’s fun and social image. The Standells were paid for the use of their music. Based on their complaint, we believe we don’t owe them any additional money and the lawsuit is without merit."

 <http://www.just-drinks.com/article.aspx?ID=86733&lk=dm>

**5. Caffeine-Laced Liquor Raises Red Flags**

By Dennis Douda

 (WCCO) Minneapolis After a long, hard week a lot of people look forward to a night out with friends. But if you find yourself dozing off at the table as you sip your drink, get ready for infused booze.

It used to be your only option was Red Bull and vodka. Now there is a wave of news products, including B to the E, a beer that's loaded with stimulants. Tilt and Sparks are malt liquors that have a little extra something. P.i.n.k. is a vodka that is infused with caffeine and guarana.

"We have built in, flavorlessly, caffeine and guarana into a beautiful, super premium, 80 proof vodka that comes from Holland," said David Mandell who created p.i.n.k.

The drink promises to give you a boost without using an energy drink like Red Bull as a mixer. Nutrition experts say these caffeine cocktails are extremely popular with the nine-to-five crowd.

"Because they're tired or exhausted at the end of the week or at the end of the day and they need a little kick to wake them up," said Marilyn Tanner with the American Dietetic Association.

Web page designer Matt Busby recently sipped Tilt a malt liquor with a little extra something. He also tried B to the E, a loaded beer.

"I was kind of interested in trying out some of these alternatives to Red Bull and vodkas," said Busby.

There's no doubt infused booze is growing in popularity. But is it safe? Guarana is a widely used herbal product that hasn't been evaluated by the FDA for safety. That is not the main concern of substance abuse specialist Dr. Maher Karam Hage. He says these stimulants mask the effects of alcohol.

"People actually will feel like they're not drunk, that they can drink and drive," said Hage, who conducts research at the University of Michigan. "Sometimes what is good about, you know, having the sleepiness from alcohol. You know that you're drinking too much. You stop."

The American Dietetic Association is also worried about stimulant overload and side effects like heart palpitations, insomnia, and dehydration.

"You're going to have the alcohol which is creating that diuretic effect, then you're going to have the caffeine which is going to create that diuretic effect, and then you get thirstier and so you want to consume more," said Tanner.

But Mandell, the creator of p.i.n.k vodka, insists these added ingredients pose no danger and says one shot only has the intensity of half to three quarters of a cup of coffee. He does believe moderation is a key.

"We are advocates of drinking responsibly and if this product is used responsibly it is a safe product," Mandell said.

Customers WCCO talked with say the drinks make them more awake and aware.

"I definitely don't feel as tired as I did when I was leaving the office," said Busby.

 <http://wcco.com/health/local_story_161134854.html>

**6. Less Sex and Alcohol for Today's Teens**

By Jia-Rui Chong, Staff Writer - *Los Angeles Times*

June 9, 2006

Teenagers today are less likely to smoke cigarettes, drink alcohol or have sex than their peers 15 years ago, according to a national study released Thursday by the federal Centers for Disease Control and Prevention.

The study found that 54% of high school students last year had smoked one cigarette in their lifetime, compared with 70% in 1991. The percentage of students who had at least one alcoholic drink dropped to 74% last year from 82% in 1991.

And during the same period, students reporting at least one sexual experience declined from 54% to 47%.

"The new report highlights some very good news," said Howell Wechsler, director of the CDC's Division of Adolescent and School Health. "We're delighted to see some progress."

But he said the statistics were "not going down fast enough."

The survey has been conducted every two years since 1991. It asks high school students about a variety of behaviors, including how much exercise they get, how often they wear seat belts and whether they have contemplated suicide.

Nearly 14,000 public and private high schools participated in the latest survey, conducted in 40 states and 21 cities and counties.

The statistics for Los Angeles largely followed national trends. Between 1997 and 2005, for instance, the percentage of students who had smoked a cigarette declined from 70% to 49%.

The study did not look at why teenagers were making healthier choices. But Dr. Renee Jenkins, chairwoman of the Department of Pediatrics and Child Health at Howard University in Washington, D.C., surmised that education programs on health issues, such as AIDS, had paid off.

The study found that the proportion of sexually active teens using condoms increased from 46% in 1991 to 63% last year.

Not all risky behaviors had declined. Between 1991 and 2005, the rate of students reporting at least one use of marijuana went up from 31% to 38%. The use of steroids went up in the same period from 2% to 4%.

The study found several instances of sharply different behaviors by white, black and Latino teens. The differences have remained about the same through the years, according to the study.

White students were more likely to smoke frequently or binge drink. Black teens were less likely than whites or Latinos to use tobacco, alcohol, cocaine and other drugs, but most likely to have had sex before age 13.

Latino students were more likely to attempt suicide and use hard drugs. For example, 12% of Latino teens reported using cocaine at least once, compared with 8% of white teens and 2% of black teens, according to the study's latest statistics.

**7. David Boies III's Message in a Bottle**

By Carlyn Kolker, *The American Lawyer*

June 9, 2006

A college classmate of David Boies III remembers what a political science professor once said about the young Boies: "Watch that guy. Someday he'll be dangerous."

Today, that classmate, William Isaacson, is a partner at the law firm of Boies' father -- Boies, Schiller & Flexner. And David Boies III, 46, is a name partner at his own firm, Straus & Boies.

As for being dangerous, the plaintiffs lawyer has proved his mettle against the pharmaceutical industry and food makers. But he faces a tougher battle against his latest adversary: big alcohol. Boies has sued beer and alcohol giants, including Heineken N.V., Bacardi & Company Ltd. and Coors Brewing Co., over their alleged practices of marketing to minors.

The charges are similar to recent allegations against tobacco and fast food companies. Boies' crusade began in November 2003, when he filed the first of seven state lawsuits. He accused more than a dozen alcohol companies of orchestrating a "long-running, sophisticated, and deceptive scheme" to lure underage drinkers with advertising, sponsorships of events for young audiences, and disguised efforts to "capture the minds, hearts, and wallets" of young drinkers.

"Something like this," says Boies in an interview, "seems to call out for redress."

The suits embrace a novel legal theory: Boies brought the suits on behalf of parents of underage drinkers, arguing that the parents -- who provided their kids with the money to buy booze -- suffered unspecified financial harm.

So far, Boies hasn't had much luck. Defendants have removed three state cases to federal courts, and judges have been skeptical. In October a Colorado state court dismissed Boies' suit, saying that "there is nothing in these pleadings to show plaintiffs have suffered actual injury." Two more cases were dismissed in February -- one in federal court in Ohio, the other in state court in Wisconsin.

Then, in March, a judge in Washington, D.C., Superior Court dismissed Boies' case with prejudice, saying that Boies "failed to state any claim on which relief can be granted." At press time cases were pending in North Carolina, West Virginia and Michigan.

The defense bar, meanwhile, sees the cases as bordering on frivolous. "Our position is that parents should not be able to recover money for their kids' illegal conduct," says David Ichel, a partner at New York's Simpson Thacher & Bartlett and lead counsel to Heineken in the litigation. "The concept of trying to blame advertising flies in the face of the First Amendment."

Boies has other irons in the fire as well. He says his firm is involved in more than 40 class actions, most involving antitrust claims. He currently serves as co-lead counsel in a consumer class action against high-speed memory chip makers in federal court in California, and was lead counsel in a case against the food additive MSG. (The case is awaiting court approval of a settlement.)

His 12-lawyer firm, which was formed in 1986 and has offices in suburban Washington, D.C., and Birmingham, occasionally collaborates with his father's firm. The two firms worked together on a massive vitamins antitrust litigation, resulting in a $123.1 million fee award that was split between several firms.

But they won't be sharing any victories -- or losses -- this time around: Although the elder Boies' firm signed on to initial pleadings in the alcohol litigation, it has since withdrawn. (Isaacson, who signed the pleadings, declined to comment.)

Boies insists that he'll keep fighting. He says he continues to spend "enormous resources" on the litigation, although he declined to give an exact figure. He's filed notices of appeals, and he says he's considering a new round of suits.

"It wouldn't surprise me if things went in an additional direction," says Boies. "Ultimately, the courts are going to validate our view that intentionally marketing to underage consumers is against the law."

**8. Playing It Safe My Not Be Best in This Downturn**

By Ian McDonald – *Wall Street Journal*

June 12, 2006; Page C1

In a market like this one, the Wall Street playbook is clear: Out with Brazil and in with beer.

The idea is that when the economic outlook turns brutish, investors should pull money out of racy fare and plow it into shares of companies that make and sell stuff consumers buy whether the economy sputters or hums, like beverages, aspirin, cigarettes, electricity and undershirts.

This safety play generally has been a good call. But it hasn't been foolproof, and during this market downturn, there appear to be some new twists that could benefit observant investors.

Fears about inflation and a slowing U.S. economy have rattled markets world-wide over the past month and sent investors running from risk, with billions of dollars gushing out of emerging-nation stocks and other recently hot investments. The Dow Jones Industrial Average slipped below 11000 points over that stretch and starts this week more than 6% off the six-year high it hit May 10.

![[Playing It Safe]]()Previously hot stocks of small "growth" companies and shares in sectors like energy and home builders are down more than 9% over the past month, according to Chicago researcher Morningstar Inc. Utilities stocks are the only market sector to stay out of the red over that stretch.

"There's been nowhere to hide," says Jeffrey Saut, chief investment strategist at Raymond James. "This is one of the more deadly declines I've seen in a while."

Besides utilities, many of the companies in the so-called consumer-goods sector generally have held up all right. But so have some other corners of the market, implying those who strictly hew to Wall Street's playbook might miss some of the calm ports in the latest market storm.

"The conventional wisdom to buy consumer stocks is mostly right, but also could be a little different this time if you're looking for some safety," says David Dreman, chairman and chief investment officer at Dreman Value Management in Jersey City, N.J.

Mr. Dreman believes steep gasoline prices and slow wage growth may have pinched middle-income consumers more acutely than those who make much more money *and* a little less. Sure enough, shares of high-end jeweler [Tiffany](http://online.wsj.com/quotes/main.html?type=djn&symbol=TIF) & Co. and discount retailer [Wal-Mart Stores](http://online.wsj.com/quotes/main.html?type=djn&symbol=wmt) Inc. have risen over the past month.

As expected, shares of companies that make staples like [Campbell Soup](http://online.wsj.com/quotes/main.html?type=djn&symbol=CPB) Co., [Molson Coors Brewing](http://online.wsj.com/quotes/main.html?type=djn&symbol=tap) Co., [Colgate-Palmolive](http://online.wsj.com/quotes/main.html?type=djn&symbol=cl) Co., [Coca-Cola](http://online.wsj.com/quotes/main.html?type=djn&symbol=k) Co., [Altria Group](http://online.wsj.com/quotes/main.html?type=djn&symbol=mo) Inc. and [Johnson & Johnson](http://online.wsj.com/quotes/main.html?type=djn&symbol=j) are all in the black over that same period.

But not all consumer-oriented companies have fared well, either because of weaker earnings, hefty price tags or investor whims. Stocks like [Procter & Gamble](http://online.wsj.com/quotes/main.html?type=djn&symbol=PG) Co., [H.J. Heinz](http://online.wsj.com/quotes/main.html?type=djn&symbol=HNZ) Co., [Wm. Wrigley Jr.](http://online.wsj.com/quotes/main.html?type=djn&symbol=WWY) Co., [Heineken](http://online.wsj.com/quotes/main.html?type=djn&symbol=00916.AE) NV and even beer king [Anheuser-Busch](http://online.wsj.com/quotes/main.html?type=djn&symbol=BUD) Cos. have fallen about 1% in the past month.

**9. Cristal Gets Bum Rap Boycott**

Source: *just-drinks*

June 15, 2006

Louis Roederer Champagne is at the receiving end of a boycott led by rapper Jay-Z.

The hip-hop star announced the move yesterday (14 June) after what he called "racist" comments by the company's managing director.

In an interview with The Economist magazine, Frederic Rouzaud said that the company observes its association with the rap world with "curiosity and serenity." The company's Cristal Champagne is often name-checked by hip-hop artists who have championed the brand in the past. Rouzaud labelled the name-checks as "unwelcome attention," Jay-Z claims.

"It has come to my attention that the managing director of Cristal, Frederic Rouzaud, views the 'hip-hop' culture as "unwelcome attention,"" Jay-Z said. "I view his comments as racist and will no longer support any of his products through any of my various brands including (sports lounge) The 40/40 Club nor in my personal life."

The artist's club will now only serve Krug and Dom Perignon Champagne.

When contacted by just-drinks today, a spokesperson for Louis Roederer played down the row: "I think it was a misunderstanding on the part of the person who wrote (the article)," she said.

