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| *July 14, 2006* | |

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**1. Coors Chairman and Pitchman Arrested for DUI (Colorado)**

By Jeremy Mullman – AdAge

July 13, 2006

**Peter Coors: 'I Made a Mistake"**

CHICAGO (AdAge.com) -- Coors Brewing Co. Chairman -- and beer pitchman -- Pete Coors was arrested for driving under the influence of alcohol, *The Denver Post* reported this afternoon.



Peter Coors, chairman of Coors Brewing and a former candidate for the U.S. Senate, was arrested for driving under the influence of alcohol.

Photo Credit: AP

Mr. Coors, 59, was cited for having a blood-alcohol level above the legal limit and also for rolling through a stop sign May 28. Citing court records, the *Post* said a Colorado state trooper pulled Mr. Coors over at 11:25 p.m. in Golden. He was driving a green 2004 Jaguar.

**Court date set for next week**

The former Republican candidate for a U.S. Senate seat has frequently appeared in Coors ads urging responsible drinking. In a statement he said: "I made a mistake by driving myself home after a friend's wedding celebration. I should have planned ahead for a ride." He added, "For years I've advocated the responsible use of our company's products. That's still my message, and our company's message, and it's the right message. I am sorry that I didn't follow it myself."

Mr. Coors' court date is set for next Thursday.

On its website, Coors says it supports "more severe consequences" for drunk drivers. "The processing of drunk drivers should be streamlined and drunk driving must result in an immediate consequence, such as implementing an 'administrative license revocation,'" the "Doing Our Part" section of Coors' site reads. "Penalties for drunk driving should be escalated for higher BAC levels and for repeat offenders."

<http://adage.com/article?article_id=110494>



# 2. Liquor Regulators Clamp Down on Illegal Home Wine Sale Parties (Minnesota)

By Emily Gurnon- *Pioneer Press*

July 12, 2006

It sounds great: wine tastings with friends, right in the privacy of your home, with the opportunity to order a favorite bottle on the spot.

A Massachusetts company called The Traveling Vineyard apparently has been organizing such gatherings throughout Minnesota.

The trouble is, it's against the law.

State regulators said Tuesday the company, the marketing arm of Geerlings and Wade, was selling liquor in Minnesota without a license.

Authorities served a search warrant Tuesday on Surdyk's liquor store in northeast Minneapolis, hauling off 20 to 30 cases of wine destined for shipment to the home partiers.

Surdyk's was apparently acting only as a delivery hub for the wine and will not be charged in the case, the Minneapolis city attorney's office said. The store's general manager said it is cooperating with the investigation of The Traveling Vineyard.

A receptionist at The Traveling Vineyard in Canton, Mass., said no one was available late Tuesday to comment.

The "wine adventures in your home," as the company calls them on its Web site, are conducted in many states. Marlene Kjelsberg, a supervisor with the state Alcohol and Gambling Enforcement division of the Office of Public Safety, said the company has racked up a million dollars in sales in Minnesota over the past two years.

"These sales should have transpired at a liquor establishment in Minnesota," Kjelsberg said.

In fact, the legitimate liquor stores — hearing of the wine parties — started calling her department to say, "We want to do that, too," she said.

The answer? You can't.

Tupperware is one thing. But no one can legally sell wine out of a home in Minnesota, Kjelsberg said.

"Another thing is, consumers should not be offering up their credit cards or checks (at such parties)," she said. "It's an illegal transaction."

Kjelsberg said the company shipped its wines to Surdyk's, "to make it look as though this is legal," then the store shipped it via UPS to the customers.

The parties work this way: Would-be party hosts sign up on The Traveling Vineyard's Web site. One of a team of traveling wine consultants then arranges to "bring the tasting room to your living room," along with five bottles of wine, all free.

Hosts get discounts based on how much wine is sold at their events.

Charges will be filed today against The Traveling Vineyard, the city attorney's office said. The company will be charged with selling alcohol without a license, a gross misdemeanor, and setting retail prices, a misdemeanor.

Geerlings and Wade used to have a small retail store in Bloomington, but it let its liquor license lapse, Kjelsberg said. At that time, the company asked the state if it could sell wine in private homes; officials said it could not.

After a recent court decision, Minnesota wine lovers can now order up to two cases of wine per year via the Internet from a winery — but not a retailer. Internet sales by wineries were previously prohibited in Minnesota.

<http://www.twincities.com/mld/pioneerpress/news/local/15017370.htm>



**3. Federal Trade Commission Urged to Investigate Beer and Liquor Sponsorship of NASCAR**

Source: *CPSI*

July 12, 2006

**CSPI Says Logos on Cars, at Tracks--Even on Toys--Confuse Young Kids About Drinking and Driving**

When it conducts its upcoming review of the alcohol industry's advertising and marketing practices and the industry's self-regulation systems, the Federal Trade Commission should examine the burgeoning alcohol sponsorship relationships with Nascar, according to the Center for Science in the Public Interest. Along with a detailed letter highlighting both the sponsorship deals and Nascar's simultaneous efforts to attract more kids to its audience, CSPI sent FTC Chairman Deborah Platt Majoras a little present that illustrates the problem: A Matchbox-type toy car emblazoned with logos for Miller Lite beer. Other toy cars licensed by Nascar bear Budweiser, Coors Light, Crown Royal, Jim Beam, and Jack Daniels logos.

"Linking drinking with high-speed driving-in front of audiences that include millions of young people-is asking for trouble," said CSPI alcohol policies director George A. Hacker. "A self-regulatory system that allows beer logos on toys and liquor signage at supposedly 'family' events is not a system worth keeping. Young people--especially those under 12 years old-lack the social and intellectual sophistication to understand fully that alcohol and driving are a potentially lethal mixture. Alcohol marketers and Nascar deserve the black flag."

Nascar has five alcoholic-beverage "premier" sponsors, making alcoholic beverages the largest Nascar sponsor category among all other consumer goods sponsors.

According to Nascar, 58 percent of 2-to-11 year-olds and 50 percent of 12-to-17 year-olds are Nascar fans, and Nascar is the second most popular televised sport among 7-to-11 year-olds, behind NFL football. Yet Nascar counts Anheuser-Busch, Miller Brewing, Diageo/Crown Royal, Jack Daniels, and Jim Beam among its sponsors. Anheuser-Busch and Crown Royal are each name sponsors of various racing events, and liquor-brand sponsorship is expanding rapidly. All of those companies are likely to have logos on cars, signage on tracks, or ads on Nascar telecasts.

"We talk about it as the fabric of the game," said Tony Ponturo, Anheuser-Busch's director of sports marketing, in surprisingly candid remarks to Sports Business Journal in May. "When your signs are part of the playing field, you can't avoid that."

Among other strategies to lure young people to its brand, Nascar has been aggressively building its audience of young people by actively encouraging Hollywood to develop racing-themed movies such as Herbie Fully Loaded, starring 19-year-old Lindsey Lohan, and the forthcoming Talladega Nights, starring Will Ferrell. It premiered the G-rated cartoon film, Cars, at Lowe's Motor Speedway and plans a Nascar-related morning cartoon for children's television. At least with the toy cars bearing beer logos, Nascar realizes it may have a problem: The boxes' fine print indicates the toy "is intended for adults of legal drinking age," though elsewhere, in a warning about choking, it says it is not intended for children under 3.

"The Federal Trade Commission should take a hard look at how alcohol marketers are using Nascar to appeal to young people," said Hacker. "Car races are a strange place for kids to learn about alcohol, drinking, and driving."

CSPI leads a coalition called the Campaign for Alcohol-Free Sports TV, which has been waging a campaign to get beer ads off college basketball and other sports programming



**4. 60 Bars Come Under Check (Iowa)**

By Hieu Pham – *Iowa City Press-Citizen*

July 14, 2006

Iowa City fire officials will begin capacity checks today at 60 of the city's largest bars.

The capacity checks, meant to prevent overcrowding in the city's 98 establishments with liquor licenses, are part of the fire department's new plan to actively enforce current fire codes.

"We're trying to start out soft," Fire Marshal Roger Jensen said. "We're trying to educate and spread awareness so there's no surprises when we issue citations."

Bar owners who violate occupancy limits will be charged with a simple misdemeanor punishable by a $500 fine and up to 30 days in jail.

Jensen said the bars, chosen for having occupancy limits of 50 and more, likely will not be issued citations during the two-day inspection. The purpose is to send a message to bar owners that there are real consequences for violating occupancy limits, he said.

"I'm not against people going out for a beer and having a good time, but that needs to be in a controlled and safe environment," Jensen said.

The fire department's initiative also requires bar owners to submit emergency and evacuation plans and have one trained crowd control manager for every 250 customers. The manager would take charge of evacuations before emergency crews arrive and inform patrons about emergency exits and enforce occupancy limits before concerts or shows.

But the biggest change still is the citations, which is a much more severe punishment compared with the department's enforcement policy in previous years.

Jensen said past practices included forcing overcrowded bars to stop allowing more patrons in or requiring that some be taken out. Later, the department did capacity checks based on complaint calls, but those were rare, he said.

"None of those practices really worked," Jensen said. "Basically, our philosophy now requires owners and managers to take responsibility onto themselves."

Otherwise, he said, bar owners will risk losing their liquor license.

Fire inspector Steve Stimmel, who will accompany Jensen on the inspections, said the threat of not being able to renew their liquor licenses could be a real incentive for bar owners to cooperate with the fire department.

Jensen and Stimmel said they plan to share citation information with Police Chief Sam Hargadine, the administrator of liquor licenses.

"For a person with $1,000 coming in every night, a fine might not be much. But if they don't have their liquor license, it means much more," Stimmel said.

He said the checks also might provide more insight on the level of compliance.

"The primary goal is life safety to prevent deadly incidents," said Stimmel, referring to the 2003 fatal fire at a Rhode Island nightclub that killed about 100 people.

"The last thing we would want is for anyone to die in Iowa City," he said.



**5. Study Spotlights Dangers of Teens' Drinking**

Danny Valentine - *The Daily Iowan*

Ryan, an incoming UI freshman, loves a good dirt road-drinking party.

Don't ask - it's a western Iowa thing.

The 18-year-old, who first imbibed when he was 15, throws back a drink at least three or four times a week during the summer, and he says around 90 percent of his graduating class is right there with him - drinking, that is.

"I need an alternative," said the small-town kid, who requested his hometown and last name not be printed. "Honestly, we have no other activities."

But the next time Ryan picks up a drink, he'll have one more factor to consider - the newly discovered effect drinking can have on his developing brain.

A recent study by Duke University researchers showed that those who drink alcohol at a young age are more vulnerable than adults to adverse medical effects of the drug, including memory loss and increased dependency.

"A lot of [neurological] switches are getting thrown at that age," said David Stumpf, a professor emeritus at Northwestern University Feinberg School of Medicine and a fellow at the American Academy of Neurology.

A teenage brain undergoes dramatic changes during its development, and, as a result, is in a "vulnerability period," analogous to the way a baby is susceptible to fetal alcohol syndrome when a mother consumes alcoholic beverages, Stumpf said.

Although alcoholism has been under the microscope for decades, these findings mark some of the first delving into the selective vulnerabilities of developing teenage brains.

But the Duke researchers are not alone.

In a national survey of slightly more than 43,000 adults, 47 percent of those who started drinking before age 14 developed alcohol dependence at some point in their lives. By contrast, just 9 percent of adults became alcohol dependent after waiting until the legal age to drink, according to an article published July 3 in Archives of Pediatrics & Adolescent Medicine.

To Arthur Horton, the president of the National Academy of Neuropsychology, this information was not surprising.

"Any time there is an insult to the brain, it is dangerous," he said, adding that addictive substances are particularly bad for youth.

Although drinking affects the entire organ, it specifically damages the hippocampus, which is responsible for the formation of memories, he said.

Horton also said the effect of alcohol on the brain probably holds true with other drugs, such as marijuana, cocaine, and ecstasy.

Angela Reams, the coordinator of the Stepping Up Project, a local anti-underage drinking group, said the results were logical and, maybe, just a bit troubling, too.

According to information provided by Reams, 67 percent of UI students engage in binge drinking, which is defined as five drinks for a man - four for a woman - in one sitting.

She also said 37 percent of students have binged in both high school and college, while only 9 percent of students have abstained from drinking altogether.  
  
But despite the new research, Ryan isn't worried.

"There hasn't been a large enough study between [memory loss and drinking] to really make me think about it," he said, adding that he was looking for one of the rural drinking parties to attend later in the evening.



# 6. State Wants Philly to Be Entry Port for Its Liquor Shipments (Pennsylvania)

By Alison Hawkes -  *Bucks County Courier Times*

June 28, 2006

HARRISBURG — Pennsylvania lawmakers want to make the Port of Philadelphia the sole entryway for overseas wine and liquor shipments bound for state store shelves.

The House unanimously passed a bill yesterday to do so after proponents argued the state should uncork its enormous purchasing power to benefit Pennsylvania dock and transportation workers.

As of 2004, about half the 1,641 containers of alcohol destined for Pennsylvania state liquor stores arrived in this country at New York and New Jersey ports, amounting to hundreds of thousands of bottles of wine and spirits. The alcohol is then warehoused and shipped to Pennsylvania.

The bill's prime sponsor, Bucks County Rep. Scott Petri, said he believes requiring a Port of Philadelphia location could save the state stores money, which would ultimately be passed onto consumers. And he said Pennsylvania could use its clout as the largest purchaser of alcohol in the world to help create a new destination spot for Eastern seaboard wine and spirits shipments.

“Cars go to Baltimore. Liquor goes to Philadelphia. That sounds good to me,” said Petri, who's been trying for three years to get the bill passed.

The Pennsylvania Liquor Control Board has already notified its shipping vendors to maximize use of the Philadelphia port. But it reported to the House Committee on Appropriations the change would cost an estimated $5.7 million because of higher transport and vendor costs, which would result in stiffer prices and lower sales at the state stores.

Petri dismissed that argument, saying he received information from the PLCB that said the financial impact was difficult to quantify and dependent on how vendors complied. He argued that the New York port has become much slower in recent years because of tightened security.

“I still say there's an ultimate savings,” Petri said on the House floor. “What we have to do is tell the world Philadelphia is the place you want to bring your shipments, and here's why it's more efficient and won't be sitting in the port baking in the hot sun.”

Petri's 178th district includes Northampton, Wrightstown and Ivyland and portions of Upper Makefield, Upper Southampton and Warwick.

<http://www.phillyburbs.com/pb-dyn/news/147-06282006-676683.html>



# 7. Energy Beers Boost Brewing Industry

By Sheila Marikar - *ABC News*

July 12, 2006

For centuries, cracking open a cold one has been the cue to kick back and relax. Now brewers hope Americans will take to a cold beer designed to rev up rather than slow down.

Energy beer, a fusion of traditional ale and caffeine, is the latest craze to hit the beer industry.

Last week SAB Miller announced it would buy McKenzie River Corp.'s Sparks, a caffeinated alcohol malt beverage with ginseng, guarana and taurine.

The orange-colored brew was the first of the new energy beers to hit the market and has been credited with spawning a new breed of beer and opening a new market for beer brewers worldwide.

"Sparks was the innovator and creator of energy beer," said Pete Marino, a spokesman for the Miller Brewing Company. "The category didn't really exist before Sparks came out."

In the two years since its 2003 debut, Sparks saw an annual growth rate of more than 100 percent. When the drink took off, brewers took note and the number of energy beers hitting the market has increased steadily.

In early 2005, Anheuser-Busch introduced BE (pronounced B-to-the-E), a caffeine-infused beer with a blend of herbal stimulants. The company later launched Tilt, a malt beverage enhanced with caffeine and fruit flavors. In May the Miller Brewing Company released Mickey's Stinger, a malt liquor that packs more caffeine than a cup of coffee.

**Growth Rate, Variety Attract Brewers**

Though the segment is new and fairly small - experts say it might constitute 1 percent of the almost $9 billion beer industry - its triple-digit growth rate is enticing. While sales of domestic beer lag and growth in light beer idles, energy beer booms.

"The growth potential is a lot steeper in this category than it is in other categories," Marino said. "It's an extremely attractive segment right now."

The trend confounds traditionalists. Sachin Kulkarni, a self-proclaimed beer aficionado, cringes at the thought of energy beer.

"I like the taste of beer in its essence," he said. "And caffeine, all these added ingredients, it takes away from the purity of beer."

**'Entry-Level Drinkers' Targeted**

But beer makers have reason to embrace it. Once thought to be as American as apple pie - colonists built breweries in Pennsylvania and North Carolina long before the Revolutionary War - beer's status has slipped in recent years.

Beer Marketer's Insights, an industry trade publication, estimated that in 2005, beer constituted 55 percent of all alcohol consumed in the United States, down from 59 percent in 1998.

The reason? According to Eric Shepard, executive editor of Beer Marketer's Insights, today's drinkers thirst for flavor and variety, and they're turning to spirits like vodka and rum to get their fix. Energy beer is a way for brewers to fight back.

"People seem to be constantly craving new flavors," Shepard said. "They're interested in different styles, different products. That explains a lot of what's happening in spirits and in beer."

Brewers know that not all the 127 million American adults who drink malt beverages will go for energy beer. They're targeting so-called entry-level drinkers - people between the ages of 21 and 27 who have made energy cocktails like the mixture of Red Bull with vodka so popular.

**Some Drinkers Have Reservations**

ABC News spoke to men and women in energy beer's target demographic and asked them to taste two brews from the genre - Anheuser-Busch's BE and Tilt.

None of the testers had sampled energy beer before - some hadn't even heard of the hybrid - and many expressed reservations about mixing caffeine with the depressants in alcohol.

"It doesn't seem right," Kulkarni said. "It's like asking your body to do two different things."

According to George Hacker, director of alcohol policies at the Center for Science in the Public Interest, such fears are not unfounded.

"These beverages counteract the dulling effects of alcohol, but they don't counteract the intoxicating effects of alcohol," Hacker said. "They promote heavier drinking by making people think they're more alert and capable than they actually are. The caffeine certainly could have negative effects."

Health concerns aside, our testers' opinions on energy beer were about as mixed as the average cocktail. After a sip of Tilt, one dubbed the drink "very tasty," while another grimaced as he choked down the fluorescent orange liquid.

Asked whether they preferred BE or Tilt, most testers opted for the "like beer but sweeter" BE. But given the choice between the caffeine-enhanced malts and regular beer, almost all opted for traditional ale.

**Not Expected to Replace Traditional Beer**

Despite the quick growth, some experts hesitate to tout energy beer as the next big thing.

"Sparks has been a very hot brand," said Beer Marketer's Insights' Shepard. "Does that mean we're all going to be consuming this very soon? I don't know - I wouldn't predict."

But most agree that brewers will continue to come out with nontraditional beers featuring flavors and ingredients beyond the basic.

"They're putting new things out there to see what different consumers might be interested in - organic beer, malt-based beers targeted at females," said Sarah Theodore, editor of the trade publication Beverage Industry. "They're going after specific consumer segments and not necessarily taking a one-size-fits-all approach."

Beer makers hope that by expanding their range of offerings, they can win over drinkers partial to hard liquor or wine.

In a written statement, Anheuser-Busch vice president Andy Goeler said: "Consumers expect choices, and we continue to increase the range of popular beers and beverages we offer. Caffeinated beers are only one example. ... We will continue to take cues from adult alcohol beverage drinkers to ensure, no matter the drinking occasion, we have something for everyone."

But the move to produce more energy beers and entice young drinkers concerns Hacker.

"The emphasis on concocting whatever it takes to attract new taste buds to beer is something we find very troubling," he said. "This creativity has all to do with beer makers' bottom line and very little to do with public health and safety."

In the end, what beer drinkers think of these nontraditional brews will determine whether they sit on store shelves or get tapped in bars. Indeed, some taste buds are very happy with the traditional brew that's stood the test of time.

Said Dong Lee, one of the entry-level drinkers who sampled Tilt: "It's OK. But it's not beer."

<http://www.kltv.com/Global/story.asp?S=5139791&nav=1TjD>



**8. Sharper Image Agrees to Stop Selling Personal Breath Alcohol Testers (California)**

By Jessie Magaliman - *Mercury News*

July 7, 2006

Sharper Image, the popular chain store for the latest electronic gadgets, has agreed to pay $1.2 million in restitution and $100,000 in penalties for inaccurately advertising the effectiveness of personal breath alcohol testers.

Sharper Image has agreed to discontinue selling "Digital Breath Alcohol Tester,'' models BT 300, BT 301 and BT 302, according to a news released issued Friday morning by Monterey County District Attorney's office.

The company claimed that the testers were "accurate to .001 percent blood alcohol content'' but comparison tests made by San Diego City's Consumer Protection Unit showed the claims were not accurate, the news release said.

"The important thing is no one suffered any injury or financial loss,'' said Terry Spitz, chief assistant district attorney in Monterey County.

Sharper Image's advertisements seem to tout the accuracy of the device to measure blood alcohol content, suggesting that drivers ``might be capable of driving when they're not,'' Spitz said.

Monterey County and San Diego law enforcement agencies became aware of the personal alcohol breath testers sold by Sharper Image after receiving separate consumer reports. The two agencies reached the settlement on the consumer protection case.

The San Francisco company admitted no wrongdoing when it agreed to pay the civil penalty, Spitz said. It has agreed to issue refunds to customers who bought devices.

A call to the company's corporate offices in San Francisco was not returned.

<http://www.mercurynews.com/mld/mercurynews/news/local/14988339.htm>



**9. SABMiller Names Marketing Chief**

*just-drinks*

July 10, 2006

SABMiller has appointed former Cadbury Schweppes commercial chief Nick Fell as its group marketing director.

The London-listed brewing giant said today (10 July) that Fell would replace Mark Sherrington, who joined SABMiller four years ago to drive the development of the company's international brands. Sherrington is leaving SABMiller "to resume his other business interests," the company said.

Fell was president for global commercial strategy at Cadbury, where he was responsible for growing Cadbury's share of the global confectionary market. Fell has past experience of the drinks industry after roles as global marketing director for Guinness and global brands director for Johnnie Walker.

SABMiller chief executive Graham Mackay said Fell was tasked with ensuring the brewer's portfolio, which includes Peroni Nastro Azzurro and Pilsner Urquell, would "stay ahead of the competition, not just in the beer category but also in those of wine and spirits".

Fell will assume the position on 1 August.



**10. Organic Beer Sales Grow, Anheuser-Busch Enters Market**

By Clarke Canfield, *Associated Press*

July 9, 2006

PORTLAND, Maine --Organic ales, lagers and pilsners are increasingly squeezing their way into retail coolers alongside non-organic beers.

When Jon Cadoux launched his line of ales under the Peak Organic label this spring, he figured making them organic would distinguish them from the multitude of other beers on the market. At the same time, he wanted to put out a product he says is healthier for people and the planet.

While organic beer sales are still minuscule in the overall beer industry, they are rising fast. North American sales of organic beers grew from $9 million in 2003 to $19 million in 2005, according to the Organic Trade Association.

Organic beer has even drawn the attention of the nation's largest beer company, Anheuser-Busch, which is now producing two organic beers of its own. Those beers, Wild Hop lager and Stone Mill pale ale, are being sold in several test markets nationwide.

Cadoux, a Burlington, Mass., resident who founded Peak Organic Brewing Co., says people are embracing organic foods as they become more educated about what they put into their bodies. He views his organic beer, which is brewed in Portland, as a step back to the past.

"Organic is not a new movement," said Cadoux. "Our grandparents grew up eating organic foods, although it wasn't called that."

Organic beer sales increased 40 percent in 2005, tying it with organic coffee as the fastest-growing organic beverage, the Organic Trade Association says. By comparison, overall U.S. beer sales fell slightly last year.

Butte Creek Brewing Co. in Chico, Calif., sells its organic beers in about 25 states, up from half a dozen states five years ago, said Scott Burchell, national sales manager.

Not long ago, organics were niche products that were often associated with vegetables, milk and bread, Burchell said. But organic products of all types, including beer, are now widely available at organic and natural food retailers like Whole Foods Market and Wild Oats, and in mainstream supermarkets with organic and natural food sections.

At the Wild Oats in Portland, for instance, customers can buy six- and 12-packs of assorted Peak, Wolaver's and Butte Creek organic beers.

"The interest level in the past year has grown so that we don't have to pound on doors to sell our product," Burchell said. "Now we're getting phone calls from out-of-state buyers wanting our product."

Anheuser-Busch launched its organic beers in March and April in several test markets nationwide. You won't find the Budweiser name on the bottles; instead, you'll find the Green Valley Brewing Co. name on the Wild Hop packaging, and the Crooked Creek Brewing Co. on the Stone Mill products.

Wild Hop is brewed at the Anheuser-Busch brewery in Fairfield, Calif., and Stone Mill is produced at the Red Hook brewery in Portsmouth, N.H.

Ronnie Cummins, national director of the Organic Consumers Association in Minnesota, first saw Anheuser-Busch's organic beers at an organic products trade show in Chicago in May.

Anheuser-Busch's stab into the organic market will introduce a broader audience to organic products, Cummins said.

At the same time, there are concerns any time a large corporation enters the market that it could exert pressure to lower the standards for organic products and industrialize production, he said. Organic beer is made the same way as any beer, but under USDA standards at least 95 percent of its ingredients -- usually barley and hops -- are grown without the use of chemicals and pesticides.

But Anheuser-Busch's decision to launch organic beers "sends a clear message that there's marketability," said Cathy Strange of Whole Foods Markets.

"They're a smart company and if they didn't feel that there was a backbone to it, they wouldn't market it," Strange said.

With or without Anheuser-Busch, the demand for organic beer is likely to continue to grow, said Morgan Wolaver, CEO of Otter Creek Brewing in Middlebury, Vt., the maker of Wolaver's Organic Ale.

Gone are the days when people considered organic food an overpriced fad for granola-eating crunchies, he said. Nowadays, even McDonald's serves organic coffee. Organic beer, meanwhile, costs about the same as other specialty or import beers.

"The market will continue to grow," Wolaver said. "The generation coming out of college up to age 35 is especially concerned with what's around them. They realize that they have power with how we spend our money."

For Cadoux, his business combines his love of beer making with his interest in the environment. But he realizes that people won't buy a product simply because it's organic; it has to taste good, too.

"Our biggest goal is to try to let people know that organic products in general, and more specifically organic beer, are delicious."



**11. Md. Proposes Uniform Bartender Training Rules (Maryland)**

***Associated Press***

**July 6, 2006**

HAGERSTOWN, Md. (AP)- Groups offering state-mandated alcohol-awareness training to bartenders and liquor-store workers would have to provide at least three hours of instruction and give a state-approved test under rules proposed by the Maryland Comptroller of the Treasury.

The proposal would standardize requirements for programs offered by nearly 20 vendors and about 250 trainers following complaints that some have shortchanged students on training time. The courses are supposed teach servers about the legal and physical limits of alcohol consumption, mainly to prevent drunken driving.

The proposed rules, which are being aired for public comment through July 24, would be the first uniform regulations governing training required by a 1989 state law aimed at reducing alcohol-related traffic deaths. The comptroller's office currently certifies programs with varying characteristics and enforces the law based on whether a program delivers on its own promises.

The proposal incorporates suggestions from the Restaurant Association of Maryland, which offers a training program called Maryland's BEST. The association, with 3,000 members statewide, had sought a minimum of three hours of instruction- delivered either in a classroom or electronically- followed by a compulsory test. The proposed rules include all those elements.

The Maryland State Licensed Beverage Association sponsors a server training program called Maryland TAM, short for Techniques of Alcohol Management, that typically runs four hours. Executive Director Jane Springer said she had qualms about Internet training but that a proposed requirement for face-to-face testing may alleviate concerns about cheating.

"If we're going to have training, we want it to be legitimate, and it looks like that's what they're trying to do here," she said.

Maryland law requires every establishment that sells alcoholic beverages, including retail stores, to have at least one employee certified by a state-approved alcohol-awareness program. Five counties- Harford, Howard, Kent, Montgomery and Washington- and the city of Annapolis go further by requiring that a certified person be on the premises whenever alcohol is being sold or served.

At least 11 states require such training, according to the Centers for Disease Control and Prevention. A CDC task force has concluded that programs incorporating "well-executed, face-to-face training, accompanied by active management support" can reduce alcohol-impaired driving.

Alcohol-related traffic fatalities in Maryland have declined since the law was passed in 1989. Such deaths peaked at 407 in 1986 and reached a low of 215 in 1999, according to the National Highway Traffic Safety Administration. In 2004, the last report year available, there were 286 alcohol-related traffic deaths in the state, according to NHTSA.



# 12. MADD Aims for Results-Based Approach

By Patrick McGee *- Star-Telegram*

July 11, 2006

ARLINGTON -- An Arlington woman is one of the influential figures in changing strategy at the country’s most prominent anti-drunken-driving organization.

Cathey Wise, the national director of programs at Mothers Against Drunk Driving, said the organization is looking closely at research and changing its programs to what it indicates will work.

“If we’re going to invest donor money and our time and resources, let’s invest it in proven methods that work, not necessarily in methods that feel good. We need to be good stewards of public trust,” said Wise, who oversees a staff of nine at MADD’s national office in Irving.

Part of the results-based approach means getting a little tougher.

“Research clearly says that people don’t drink and drive if they believe there’s a high probability that they will be caught,” Wise said.

That means making people think they will get caught and prosecuted, she said. MADD is pushing for more states to have sobriety checkpoints. All but 10 states, including Texas, have sobriety checkpoints, according to MADD officials.

Wise and her staff are taking other steps. They recently poured more grant money into a court monitoring program that uses volunteers to keep tabs on courts in 11 American cities, including Denton, and watches how strict the courts are in enforcing drunken-driving laws.

Wise said that if MADD officials find a court going easy on drunken drivers, they’ll ask to meet with the judge and seek tougher enforcement.

“We know adults respond to believing they will be caught and believing they will be prosecuted,” she said. “An emotional appeal by itself is not going to deter behavior.”

Wise said her staff is also changing its approach to young people. She said the organization is phasing out school visits and replacing them with programs that get young people involved.

“Passing out pencils and rulers is not going to change behavior,” Wise said. The environment that condones underage drinking as a rite of passage needs to be changed, she said.

MADD’s Youth in Action, a program under Wise’s supervision, gets youths to work with law enforcement to send the message that police are not bad guys for enforcing the law.

She said Youth in Action participants also approach strangers and ask them to buy them alcohol. If they say yes, the youths hand them a card saying they just broke the law and should reconsider what they’re doing. If they say no, the person gets a card thanking them for obeying the law.

Wise said these steps are necessary to change the attitude so many adults have that underage drinking is simply a harmless part of growing up.

“Blaming a youth for underage drinking is like blaming a fish for living in a polluted stream,” she said.

After working for MADD for 14 years, Wise was promoted to national director of programs in September.

MADD officials who have worked with Wise said she has emerged as an effective leader in the organization’s sharpened focus on research and results.

“I think Cathey is very visionary. She can really dissect an issue and get to the core of it,” said Debbie Weir, MADD’s chief operating officer. “She’s really good at problem solving.”

Linda Kitazaki, executive director of the MADD Southeast Region, based in Houston, said Wise went to her office and coordinated a meeting with law enforcement officials and community leaders to get them to be more supportive of new MADD programs such as court monitoring.

“She was able to garner buy-in from the community, and I think that was monumental,” Kitazaki said. “She was able to really focus in on how can we really move forward on reducing the fatality numbers in Harris County.”

Wise, 41, has lived in Arlington for most of her life and graduated from the University of Texas at Arlington in 1987 with a degree in journalism.

She’s married with three sons, ages 4, 9 and 12. She has framed pictures of them in her office, and said she believes that they’re alive and well because of the preventive work of many groups like MADD.

“In my personal life, I don’t know anyone who has been affected by a drunk driver,” Wise said. “In my professional life, I know way too many.”

<http://www.dfw.com/mld/dfw/news/local/15016373.htm>



# 13. Top Lawyer Defends State Limit on Alcohol Ads (Virginia)

By Greg Esposito -  *Roanoke.com*

July 13, 2006

The state attorney general's office denies that a Virginia law banning the advertising of specific alcohol products in college papers is a violation of the First Amendment.

The statement, issued late last week, is a response to a lawsuit brought by student newspapers at Virginia Tech and the University of Virginia for the right to publish ads for alcohol.

The American Civil Liberties Union filed suit in June on behalf of Tech's Collegiate Times and UVa's Cavalier Daily charging that the state Department of Alcoholic Beverage Control was violating the newspapers' right to free speech.

Virginia law bars the advertising of specific alcohol products in all college papers. Restaurants that serve alcohol can still place ads in college media but are limited to general terms such as "beer," "mixed beverages" and "ABC on-premises."

The attorney general's response says the law does not violate free speech rights because it "advances a substantial government interest ... and is no more extensive than necessary to serve such interest."

<http://www.roanoke.com/news/nrv/wb/wb/xp-73514>



# 14. Arkansas Wine Case Put On Hold (Arkansas)

*The Associated Press*

July 13, 2006

A federal judge has put a lawsuit on hold challenging regulations that allow wines grown in Arkansas to be sold at supermarkets and convenience stores and to be shipped directly to consumers' homes.

In an order Tuesday, U.S. District Judge Susan Webber Wright cited a related case that is under way in state court. The judge noted that a hearing on that case is scheduled in Pulaski County Circuit Court on August 15. The suits seek different remedies.

The suit in federal court asks a judge to order the state to allow wines produced in other states to be shipped directly to consumers.

The state court suit seeks to end such direct-shipping privileges for Arkansas wines, and stop their sale in grocery stores, too, allowing only package stores to sell them, just as out-of-state wines are treated.

<http://www.todaysthv.com/news/news.aspx?storyid=31155>



**15. Ordinance on Keg Beer Sales Now in Effect (Iowa)**

*Des Moines Register*

July 13, 2006

A new ordinance took effect Wednesday in Polk County that requires stores to track the customers of keg beer sales.

The ordinance, approved by supervisors in May, forces beer retailers to affix super-strong bar-coded stickers to kegs. Under the new law, it is a crime to remove the sticker.

Polk County Attorney John Sarcone said the move will enable authorities to target adults who buy beer for binge drinking parties involving minors.

People who purchase kegs in the county now must show identification and list an address and telephone number at the counter. A similar law is already in effect in Story County.



**16. Liquor Industry Hopes to Soften Smoking Ban (Alaska)**

By Kyle Hopkins - *Anchorage Daily News*

June 12, 2006

**LOBBYING: Legislator bends Assembly ears on behalf of city tavern owners.**

Even with an Anchorage state legislator helping to lobby the Anchorage Assembly, the liquor industry doesn't plan to stamp out the city's proposed smoking ban.

But they do hope to change it.

Blues Central owner Frank Dahl said the Anchorage Cabaret, Hotel, Restaurant and Retailers Association will push for some kind of compromise on the proposal introduced by Assembly members Dick Traini and Dan Coffey.

As written, the measure would extend the city's smoking ban -- already covering restaurants and most indoor public spaces -- to bars and bingo halls. The Assembly could vote on the idea as early as July 11, after a public hearing.

Here are some of the changes Dahl is suggesting, and what Traini had to say about them:

How about a "grandfather clause" so businesses that allowed smoking before the ban could continue to do so?

"No."

Instead of a blanket ban, how about requiring smoking bars to have some kind of air-filtration system?

"No."

How about giving bars and other businesses 10 years to comply with the ban?

"Hmm ...," Traini said. "I hadn't thought about it. It's an idea."

Traini said 10 years would be too long. Maybe five years.

"We're not going for blood," he said. "We simply want to make the air cleaner for the people that are breathing it."

Assembly members expect a fiery public debate on the proposal. Supporters say they want to save lives. Opponents call the proposal an attack on civil rights.

Dahl, the CHARR spokesman, will have some help pitching his case.

Rep. Tom Anderson, a Republican who represents Muldoon, registered with the city as a paid CHARR lobbyist in late May. Anderson is married to South Anchorage Rep. Lesil McGuire and has moved out of his district. He is not running for re-election.

Anderson was once CHARR's executive director and worked with the city on earlier versions of the municipality's smoking ordinance, he said.

For one year after they leave office, legislators aren't allowed to perform any lobbyist work that would require them to register with the Alaska Public Offices Commission. But lobbying the city on local issues does not appear to fall under that category, meaning Anderson's work for CHARR would be within the rules.

"At first glance, I would say I don't see a problem," said Joyce Anderson, administrator for the state Select Committee on Legislative Ethics.

Anderson said he's resuming consulting work after four years in office but will steer clear of state issues.

On May 23, Assembly members Janice Shamberg, Ken Stout and Pamela Jennings joined Traini and Coffey as cosponsors of the smoking ban proposal.

The ordinance would expand the city's 2001 ban on smoking in restaurants, workplaces and other enclosed public spaces. As written, the new proposal would make it illegal to smoke almost anywhere except your home or car, Traini has said.

Jennings said she isn't interested in amendments that would weaken the proposed ban, including giving bars extra time to banish smoking.

"In 10 years, how many more people are going to get cancer?" she asked.

Anderson, who said he plans to talk to Assembly members this week about the ordinance, said it could set a bad precedent of over-regulation.

"This is more of a rights issue," he said.

Traini said he's counting on downtown Assemblyman Allan Tesche to cast what could be the deciding vote in favor of the ban.

Tesche underwent emergency heart surgery May 19. While still hospitalized, he is improving and is no longer in the intensive care unit, said Ivan Moore, Tesche's friend and temporary spokesman.

Tesche and Traini are both longtime Assembly members. They don't always vote together but can sometimes be seen joking after meetings.

Traini said Friday he'd get Tesche's vote on the smoking ordinance, even if "I have to wheel him in on a cart."

<http://websearch.cs.com/gw/boomframe.jsp?query=Smoking+Ban+in+Anchorage%2C+AK&page=1&offset=0&result_url=redir%3Fsrc%3Dwebsearch%26requestId%3D3dc9ff83ea49e97d%26clickedItemRank%3D1%26userQuery%3DSmoking%2BBan%2Bin%2BAnchorage%252C%2BAK%26clickedItemURN%3Dhttp%253A%252F%252Fwww.adn.com%252Fnews%252Falaska%252Fanchorage%252Fstory%252F7850283p-7744051c.html%26invocationType%3D-%26fromPage%3DGWYTop%26amp%3BampTest%3D1&remove_url=http%3A%2F%2Fwww.adn.com%2Fnews%2Falaska%2Fanchorage%2Fstory%2F7850283p-7744051c.html>



**17. SABMiller U.S. Workers Close to Strike, Teamsters Say**

***Bloomberg***

**July 13, 2006**

Workers at three SABMiller Plc U.S. plants may strike as negotiations over the brewer's health plan stall, potentially affecting beer delivery in cities including New York, the International Brotherhood of Teamsters said.

The Teamsters are telling Miller Brewing Co. beer distributors in six cities that a strike involving 1,400 brewers, bottlers and warehouse employees, almost 25 percent of Miller's workforce, is ``imminent,'' the union said today, without giving more details on when a walkout may occur.

``U.S. breweries sell the most beer in the summer so a strike would be the most harmful right before Labor Day,'' said Harry Schuhmacher, publisher of Beer Business Daily, a San Antonio-based trade journal. ``I think this is a lot of posturing by the Teamsters. Nobody wants to go on strike.''

SABMiller, which brews Miller Lite and Genuine Draft beers in the U.S., rejected a Teamster health-care plan that would have saved the London-based company $13.5 million without cutting benefits, Jack Cipriani, director of the Teamsters Brewery and Soft Drink Workers Conference, said in a statement.

Negotiations at the three plants, located in Eden, North Carolina; Fort Worth, Texas; and Irwindale, California, began earlier this year and the employees are working under a contract extension, the Teamsters and SABMiller said.

The brewer wants workers to pay a ``sizeable monthly contribution'' for health care, the Teamsters said last month, without being specific.

**Contingency Plan**

Pete Marino, a spokesman for Milwaukee-based Miller Brewing, said negotiations with the Teamsters were continuing this week and the company had a contingency plan if a strike occurs. He said the Teamsters are voting in Texas and North Carolina on July 16.

``We remain hopeful that an agreement that is satisfactory to all workers will be reached,'' Marino said today in a telephone interview. He declined further comment on the contract negotiations or the contingency plan.

Teamsters spokesman Galen Munroe declined to comment on the negotiations because the union is at a ``sensitive stage'' in the process, he said in an e-mail message.

Shares of SABMiller, which makes Pilsner Urquell and Peroni Nastro Azzurro beers, fell 27 pence, or 2.8 percent, to 955.5 pence at 4:35 p.m. in London. The stock has dropped 9.9 percent this year.

Workers last struck against Miller Brewing in 1995 at a plant in Albany, Georgia, said Marino. The U.S. brewer merged with SAB Plc in 2002 to create SABMiller, which has seven plants, 6,000 employees and 700 distributors in the U.S. Miller represents about 16 percent of the company's operating profit.

The Teamsters represent more than 1.4 million workers in the U.S. and Canada. The cities that may be affected by a strike are Milwaukee, Chicago, New York, Boston, Philadelphia and Minneapolis.

