

## Resolution to End the Sale of Energy Drinks Premixed With Alcohol

**Whereas**, alcohol is the most frequently used drug by those under age 21; <sup>1</sup>

**Whereas**, according to the Pacific Institute for Research and Evaluation, underage drinking cost the citizens of Michigan \$2.0 billion in 2005; <sup>2</sup>

**Whereas**, nearly one quarter of college student current drinkers reported drinking energy drinks (prepackaged beverage containing high levels of caffeine and other stimulants) mixed with alcohol; <sup>3</sup>

**Whereas**, a 2008 Wake Forest University School of Medicine study concluded:

- Energy drinks premixed with alcohol reduce participants' subjective perception of alcohol intoxication,
- and consumption of energy drinks premixed with alcohol is associated with increased heavy episodic drinking and more episodes of weekly drunkenness,
- and consumption of energy drinks premixed with alcohol had significantly higher prevalence of alcohol-related consequences, even after adjusting for the amount of alcohol consumed, and; <sup>3</sup>

**Whereas**, energy drinks premixed with alcohol are marketed in containers that look similar to non-alcoholic energy drinks; <sup>4, 5, 6</sup>

**Whereas**, energy drinks premixed with alcohol are marketed in a way that mimics nonalcoholic energy drinks and emphasizes non-traditional media and "grassroots" one-to-one communications including internet sites, chat rooms, and text messaging; <sup>7, 8, 9</sup>

**Whereas**, a primary motivation for young people to drink energy drinks premixed with alcohol is to increase binge drinking and partying; <sup>10, 11, 12</sup>

**Whereas**, Michigan Attorney General, Mike Cox, along with 29 other Attorneys General are concerned about energy drinks premixed with alcohol; and have

urged the United States Alcohol and Tobacco Tax and Trade Bureau (TTB) to expand its efforts to prevent misleading statements from being made in connection with these beverages;<sup>13</sup>

**Whereas**, in the letter to the TTB, the Attorneys General identify energy drinks premixed with alcohol as a “serious health risk for America’s youth;”<sup>13</sup>

**Whereas**, Anheuser-Busch and MillerCoors have signed agreements with several states’ Attorney General agreeing to discontinue production of products that combine alcohol and stimulants;<sup>14, 15</sup>

**Be it therefore resolved that**, the Michigan Prevention Association encourages the Michigan Liquor Control Commission, producers, retailers, distributors, policy makers, and citizens to work cooperatively to end the sale of energy drinks premixed with alcohol in the state of Michigan.

**Be it further resolved that**, the undersigned organization endorses this resolution and allows its name to be added to those who support this resolution, thereby assisting the Michigan Prevention Association and others to make this change a reality.

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

County: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return to MPA at PO Box 4458, East Lansing, MI 48826. For additional information, please contact MPA Co-Chair Ken Dail at [info@yourmpa.org](mailto:info@yourmpa.org).

- <sup>1</sup> Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (December 11, 2008). Various stimulant drugs show continuing gradual declines among teens in 2008, most illicit drugs hold steady. University of Michigan News Service: Ann Arbor, MI. Retrieved 12/08/2008 from <http://www.monitoringthefuture.org/data/08data/pr08t3.pdf>
- <sup>2</sup> Pacific Institute for Research and Evaluation (PIRE). (October 2006). Retrieved 12/08/2008 from <http://www.udetc.org/factsheets/Michigan.pdf>
- <sup>3</sup> O'Brien, M. C., McCoy, T. P., Rhodes, S. D., Wagoner, A., & Wolfson, M. (2008). Caffeinated cocktails: Energy drink consumption, high-risk drinking, and alcohol-related consequences among college students. *Academic Emergency Medicine*, 15(5), 453-460.
- <sup>4</sup> Letter from 29 State Attorneys General to August A. Busch IV, CEO of Anheuser-Busch, dated May 10, 2007. Retrieved 12/08/2008 from <http://www.ct.gov/ag/lib/ag/children/attorneysgenerallettertoanheuserbuschrealcoholicenergydrinks.pdf>
- <sup>5</sup> Clerks cited for selling alcoholic energy drinks. (May 26, 2007). *The Cincinnati Post*.
- <sup>6</sup> Rose, J. (April 3, 2007). Alcoholic energy drinks causing confusion. *KCPW News*, retrieved 12/08/2008 from <http://www.kcpw.org/article/3261>
- <sup>7</sup> Mintel International Group Ltd. (March 2007). *Energy drinks*. Chicago, IL: Mintel, 40.
- <sup>8</sup> Facebook page accessed at <http://umt.facebook.com/group.php?gid=2204285916> (Need account to log in), on 06/04/2007. Comment posted by Michael Taylor Hill, of Nettleton High School, at 6:24pm on February 7, 2007.
- <sup>9</sup> Hot drinks: Sparks – Like a liquid eight ball, but legal! (August 19, 2004). *Rolling Stone*, 96.
- <sup>10</sup> U.S. Alcohol and Tobacco Tax and Trade Bureau, Advertising, Labeling, and Formulation Division. (May 18, 2005). Advertising malt beverages containing ingredients associated with non-alcohol energy drinks. Retrieved 12/08/2008 from [http://www.ttb.treas.gov/announcements/051805energy\\_beer.pdf](http://www.ttb.treas.gov/announcements/051805energy_beer.pdf)
- <sup>11</sup> Retrieved 06/28/2007 from Tilt website: <http://www.tiltthenight.com>
- <sup>12</sup> Retrieved 06/28/2007 from Bud Extra website: <http://www.btothee.com/landing.html>
- <sup>13</sup> Letter from 29 State Attorneys General to the U.S. Alcohol and Tobacco Tax and Trade Bureau, dated August 20, 2007. Retrieved 12/08/2008 from [http://www.doj.state.or.us/releases/pdf/yaa\\_ttb\\_letter\\_final\\_w\\_sigs\\_8172007.pdf](http://www.doj.state.or.us/releases/pdf/yaa_ttb_letter_final_w_sigs_8172007.pdf)
- <sup>14</sup> Lazarus, D. (May 27, 2007). Spykes is no longer buzzing. *San Francisco Chronicle*, retrieved 12/08/2008 from <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/05/27/BUG0RQ19551.DTL&feed=rss.business>
- <sup>15</sup> MillerCoors agrees to stop selling alcoholic energy drinks. (December 18, 2008). *Join Together*, retrieved 12/18/2008 from <http://www.jointogether.org/news/headlines/inthenews/2008/millercoors-agrees-to-stop.html>