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PLEASE SEE UPDATED INFORMATION BELOW

NORTHWEST ALCOHOL CONFERENCE
JULY 17-18, 2014

Due to an unexpected number of registrations, The Northwest Alcohol Conference Board has had to secure two additional hotels. Thank you for all of the support everyone, this has been our best year ever!

A Message from Hotel 43 (Downtown Boise)

We look forward to welcoming your guests as they arrive at Hotel 43 and they can begin making reservations today. Guests can call reservations at 800-243-4622 or 208-342-4622 and mention they are coming in with the Northwest Alcohol Conference to get the group rate. They can also reserve online at http://www.hotel43.com/ the Group Code: 1407NORTHW.

The distance from conference facility: Approximately 6 to 10 minutes.

LaQuinta Inn & Suites (Boise Towne Square)
7965 W Emerald St, Boise, ID 83704
Phone:(208) 378-7000
Ask for the Northwest Alcohol Conference rate of $95.00 / night.

The distance from conference facility: Approximately 12 minutes.

Questions?
Please email Jessica Galloway, registration coordinator.

Click here for more information
NLLEA PROFESSIONAL DEVELOPMENT SYMPOSIUM
July 21-25, 2014

Training Symposium Co-hosted by the Pennsylvania State Police in Greensburg, PA

Please contact NLLEA Training Coordinator Lara Morford with any questions about this year’s symposium by email at lara.morford@nllea.org or by calling 301-755-2795 or visit the NLLEA website.

Please visit our website at www.NABCA.org

Let us know how we are doing with the Daily News Update. If you have any suggestions or comments, please contact us at communications@nabca.org.
VA: Va. Opens Newest ABC Store With New Design

NBC Washington
July 10, 2014

The Virginia Department of Alcoholic Beverage Control is celebrating the opening of its newest store that features a new design that’s intended to be more shopper-friendly.

Officials say the store in Leesburg is the second of the new store format. Officials marked the store opening on Wednesday.

The so-called "premier store design" features U-shaped traffic patterns designed to expose shoppers to more products. The new store also pays homage to the early days of distilled spirits with a reproduction vintage moonshine still on display. According to the department, other stores will gradually be remodeled using the new design concept.

VA: The ‘Carytown Cupcake law’ goes into effect

Richmond Bizsense
By Michael Thompson
July 8, 2014

Dawn and Albert Schick wanted to offer a different sort of buzz to go with the sweets they serve at their 5-year-old Richmond bakery.

But they were hamstrung by state law.

So the owners of Carytown Cupcakes traded in their baker’s hats for lobbyist caps and helped bring about the passage of Senate Bill 502, a change to Virginia ABC law that expands the sorts of boozy beverages a bakery can serve.

The amended law went into effect July 1, and the Schick’s shop at 3111 W. Cary St. began selling beer and wine this month along with its bevy of specialty cupcakes.

“We had to find a law that we could start with,” said Dawn Schick. “Our purpose is to serve some of our cupcakes with some of the craft beers and wines that are in some of our cooking already.”

Prior to July 1, bakeries in Virginia were only allowed to sell cordials and dessert wines. That didn’t suit the Schicks, who use other alcohol like Hardywood Park Craft Brewery beers in some of their cupcakes.

Carytown Cupcakes first opened in 2009 and moved into its current location two years later.

The husband-and-wife team asked former Virginia Sen. Mary Margaret Whipple, a friend of the family, if she knew anyone who could help with their legislative hopes. Whipple directed the Schicks to Sen. Barbara Favola, who represents parts of Arlington, Loudon and Fairfax counties.
“She is the one who has kind of been baby-stepping us through the process of what to do,” Schick said of Favola. “She began working on our behalf.”

At first, Favola tried to see if an exception could be made for Carytown Cupcakes. Favola sits on the Committee on Rehabilitation and Social Services, which oversees the state’s Department of Alcoholic Beverage Control.

“We talked to the ABC folks to see if it could be done administratively with a waiver,” Favola said of letting the bakery offer beer and wine. “They were very uncomfortable with that, so I put the bill in.”

The bill allows bakeries to have 10 percent of their gross annual sales come from beer and wine on-site consumption. Favola said the 10 percent limit is the same for restaurants.

“The restaurant people were a little anxious because they didn’t want competition,” Favola said.

Favola introduced SB 502 to the General Assembly in March. It passed unanimously.

Carytown Cupcakes has on tap beer from Hardywood and Devil’s Backbone, and Blue Bee Cider. Sparkling, red, and white wine is also available.

“Carytown Cupcakes has on tap beer from Hardywood and Devil’s Backbone and Blue Bee Cider. Sparkling, red and white wine is also available.

“I think it’s really helpful to a community to have a nice little place to grab a quick bite and stay for a while to create a street presence,” Favola said. “Sometimes if something does no harm, you get legislation through the General Assembly.”

The bill’s passage hasn’t seemed to cause much a stir among other area bakeries. Jamyce Vinson opened Sweetopia, a bakery at 221 E. Clay St. last year. Vinson said she wasn’t aware of the bill, but that she would consider serving alcohol in her Jackson Ward bakery.

Emmanuelle Bindas of Jean Jacques Bakery at 3138 W. Cary St. also said she hadn’t heard of the law but would look into it.

Carytown Cupcakes appears to be the only local bakery taking advantage of the changes, for now.

“We’re not looking to be a big bar, we’re just trying to finish that experience at the end of the night for people who want to have a cupcake and a glass of Prosecco,” Schick said.
INTERNATIONAL NEWS

Russia to allow beer adverts until after 2018 World Cup

Chicago Tribune
July 9, 2014

MOSCOW (Reuters) - Russia, which is hosting the next soccer World Cup in 2018, will relax its ban on beer advertising until after the event, giving a boost to brewers including Anheuser-Busch InBev, whose Budweiser is the official beer of the tournament.

Russia is expected to spend around $20 billion on the World Cup and easing advertising rules will allow it to benefit from hefty marketing spending by AB InBev for the tournament.

The change to the advertising law allows beer and beer-based beverages to be promoted on television, provided the context is sports-related, as well as in print without restrictions. AB InBev's rivals such as SABMiller, Heineken and Carlsberg also stand to benefit from the amendment.

The move will "attract additional sponsorship revenue to support the organization, staging and development of sports events in Russia," Russia's Federation Council said on Wednesday.

It is not known exactly how much AB InBev spent on publicity for the current World Cup, but in June the brewer said it had boosted marketing spending by between around $600 million and $1 billion this year.

Russia, where beer was only formally classified as an alcoholic beverage in 2012, has been tightening alcohol market regulation in recent years, including banning advertising, as part of a campaign to curb alcoholism.

The advertising ban and a slowing economy had led to a beer market slump in 2013. Carlsberg holds the biggest share of the Russian beer market.

PUBLIC HEALTH NEWS

Intervention Through Text Messages Cuts Binge Drinking in Young Adults

Digital Journal
July 10, 2014

Using text messaging to collect drinking data and to offer immediate feedback and support to young adults discharged from emergency rooms reduced the number of drinks they later consumed and the number of binge-drinking episodes, according to a new study by researchers at the University of Pittsburgh School of Medicine.

Lead author Brian Suffoletto, M.D., an assistant professor of emergency medicine at Pitt, and his colleagues designed the first-of-its-kind trial, funded by the Emergency Medicine Foundation (EMF), the grant arm of the American College of Emergency Physicians, to see if mobile phone text messaging—ever-present among college students—could be used to effectively collect drinking data, deliver feedback and change drinking behavior in young
adults. The findings will be published in the August 2014 issue of Annals of Emergency Medicine and are now available online.

"Each day in the U.S., more than 50,000 adults ages 18 to 24 visit hospital emergency departments, and up to half have hazardous alcohol-use patterns. More than a third of them report current alcohol abuse or dependence," said Dr. Suffoletto. "The emergency department provides a unique opportunity to screen young adults for drinking problems and to intervene to reduce future risk."

In the study, the researchers conducted a randomized trial of a text messaging-based program involving 765 young adults who were discharged from four urban emergency departments in western Pennsylvania.

Participants were randomized to three groups. One received a series of standard, automated text-message queries each week about their drinking plans for the weekend, with a follow-up report on their actual consumption. If they reported anticipating a heavy drinking day (more than five drinks during any 24-hour period for men and more than four for women), participants received a text message expressing concern about those levels and asking if they would be willing to set a goal to reduce drinking for the week. Those who said yes then received messages expressing positive reinforcement and strategies for cutting down. Those who refused to set goals received a text message encouraging them to reflect on the decision (for example, "It's OK to have mixed feelings about reducing your alcohol use. Consider making a list of all the reasons you might want to change."). A second group received a text-message query about total alcohol consumption but did not receive a pre-weekend message or feedback. The control group did not receive any text messages.

At three months, participants who were exposed to the text-message intervention had decreased their drinking occasions by 1-2 per month from their baseline of 3-4. Nearly 15 percent of the intervention group reported no drinking occasions at all. The assessment-only group, however, increased drinking over the course of the study, which is inconsistent with prior studies showing a reduction in drinking in patients that undergo assessments, the researchers noted. They speculated that the frequent text messaging might have raised the awareness of alcohol use by the participants and improved the accuracy of their responses.

"There is a lot of talk about mobile health intervention but not a lot of evidence. This is one of the first to test mobile intervention and demonstrate the impact it can have in helping patients make healthy decisions," said Dr. Suffoletto. "Emergency departments could implement a similar automated program at a minimal cost and possibly save the lives of young adults nationwide."

Co-authors of the study are Clifton Callaway, M.D., Ph.D., Jeff Kristan, Kevin H. Kim, Ph.D., Peter M. Monti, Ph.D., and Duncan B. Clark, M.D., Ph.D., all of the University of Pittsburgh School of Medicine.

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About the University of Pittsburgh Schools of the Health Sciences

The University of Pittsburgh Schools of the Health Sciences include the schools of Medicine, Nursing, Dental Medicine, Pharmacy, Health and Rehabilitation Sciences and the Graduate School of Public Health. The schools serve as the academic partner to the UPMC (University of Pittsburgh Medical Center). Together, their combined mission is to train tomorrow’s health care specialists and biomedical scientists, engage in groundbreaking research that will advance understanding of the causes and treatments of disease and participate in the delivery of outstanding patient care. Since 1998, Pitt and its affiliated university faculty have ranked among the top 10 educational institutions in grant support from the National Institutes of Health. For additional information about the Schools of the Health Sciences, please visit http://www.health.pitt.edu.

http://www.upmc.com/media
Effects of alcohol and energy drink on mood and subjective intoxication: a double-blind, placebo-controlled, crossover study

Wiley Online Library
By Sarah Benson and Andrew Scholey
July 8, 2014

Objective

There is concern that combining energy drinks with alcohol may ‘mask’ subjective intoxication leading to greater alcohol consumption. This study examines the effects of alcohol alone and combined with energy drink on objective and subjective intoxication and mood over the course of 3 h.

Method

Using a double-blind, placebo-controlled, balanced, crossover design, 24 participants (mean age 22.23 years) were administered with double placebo, 0.6 g/kg alcohol (mean peak blood alcohol content of 0.051%), 250 ml energy drink and alcohol/energy drink, according to a Latin square design, with a washout of >48 h. On each visit, they were breathalysed and rated themselves on a comprehensive battery of mood items at baseline and then at 45, 90 and 180 min post-drink.

Results

Blood alcohol and subjective intoxication were significantly increased following both alcohol alone and alcohol/energy drink. Both measures were statistically indistinguishable between alcohol conditions. In keeping with its (80 mg) caffeine content, the energy drink alone significantly increased self-rated ‘alertness’ and reduced ‘depression–dejection’ scores compared with the combined alcohol/energy drink. The alcohol/energy drink increased ‘vigor’ and ‘contentment’ at 45 min and decreased ‘contentment’ at 180 min.

Conclusions

The co-ingestion of an energy drink with alcohol does not differently influence blood alcohol content recordings or subjective intoxication compared with alcohol alone, although some mood items are differentially affected. Copyright © 2014 John Wiley & Sons, Ltd.

DAILY NEWS

Beer sales spark violence concerns at World Cup

USA Today
July 7, 2014
RIO DE JANEIRO – When Brazil was named the 2014 World Cup host in 2007, a protracted battle began between it and the international sporting body FIFA: whether to allow beer sales in Brazilian stadiums.

Alcohol is usually banned in soccer matches here in the interest of public security and avoiding fights. But with Anheuser-Busch InBev as a tournament sponsor, FIFA insisted that Brazilian authorities allow beer sales during the month-long event, leading to President Dilma Rousseff signing legislation in 2012 that allows alcoholic beverages inside World Cup stadiums.

That’s why the recent about-face in comments from Jerome Valcke, FIFA’s secretary general, came both as a source of frustration and vindication for Brazilians who had long fought for the alcohol sales restriction.

In 2012, when he argued that authorities allow alcohol sales in stadiums, Valcke bluntly told the press, “Excuse me if I sound a bit arrogant, but that’s something we won’t negotiate.”

But as the tournament has progressed, Valcke said he was “worried” that fans were drinking too much. “I was surprised by the level of alcohol. A lot of people were drunk, which can raise the level of violence,” he told Brazil’s SporTV in an interview last week.

Following the statements from Valcke, the state prosecutor’s body in Rio de Janeiro threatened to open a civil suit against FIFA if the body did not restrict alcohol sales in stadiums for the remainder of the tournament, which ends Sunday with the final in Rio. But FIFA said it does not intend to review its policy.

For Maurício Murad, a sociologist at Rio de Janeiro’s Salgado de Oliveira University who researches violence related to soccer in Brazil, the statement from Valcke came as an affirmation for advocates, including himself, who supported the alcohol ban.

Murad calls Brazil the “world champion” in soccer-related violence and has tallied 85 deaths related to soccer matches between 2009 and 2013. He said that the fights often happen between organized fan groups and that he counts ones that happen both inside and outside of stadiums.

“All of the medical, psychological and sociological research shows that alcohol raises the potential for aggressiveness and therefore violence,” said Murad.

The sociologist said that during the World Cup, fans are drinking excessively because they are “pre-gaming” before matches and then continuing to drink once inside.

As rowdy fans leave the metro stops to the Maracanã stadium, vendors hawk last-minute beer cans to them before they pass through a police barrier to enter the stadium’s grounds, and bars in the area are staying open even on Sundays to take advantage of the flow of customers on game days. Similarly, at the entrance to the free FIFA Fan Fest on Copacabana beach, where games are broadcast on a large screen and only Anheuser-Busch beers can be purchased inside, fans can routinely be seen chugging low-priced caipirinhas (sugar-based cachaça liquor with lime) from vendors in the sands in front of the entrance.

While Murad said that it is a minority of fans who will become violent, he defends measures such as using breathalyzers at stadiums to prevent inebriated fans from entering.
Brazilian authorities do not keep data on violence related specifically to alcohol, but several anecdotes from the tournament have shown drinking to be related to brawls and fights. A brawl between Brazilian and Argentine fans in Brasília began after a Brazilian fan reportedly threw a cup of beer on a group of Argentina fans; some 20 police responded to the incident to break up the fight. Similarly, a fight broke out in Recife when a group of Mexican fans reportedly threw beer on Croatians.

To defend the viability of limiting alcohol in soccer matches, Murad points to police blitzes to catch drunk drivers that have had a measureable impact on deaths in traffic, even though Brazilians routinely complain about the annoyance of the checkpoints. “Why is this valid in traffic, but not in the stadiums?” he said. “In the stadiums, people are all the more emotional.”

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