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CONTROL STATE NEWS

PA: Pennsylvania Liquor Control Board Approves TIPS Online Alcohol Server and Seller Training Program

ARLINGTON, Va., July 13, 2017 /PRNewswire/ -- Health Communications, Inc. (HCI) today announced that eTIPS, an online responsible alcohol server training and certification program, was approved by the Pennsylvania Liquor Control Board's Bureau of Alcohol Education (PLCB) to provide Responsible Alcohol Management Program (RAMP) server/seller training. In Pennsylvania, all sellers and servers of alcohol must complete RAMP server/seller training within six months of being hired by a licensee unless the individual successfully completed RAMP server/seller training prior to being hired. eTIPS is now an approved RAMP training course.

eTIPS is the web-based version of the TIPS program. This program helps licensees comply with Pennsylvania liquor laws and teaches strategies to ensure responsible alcohol service and to prevent illegal alcohol sales to underage and/or intoxicated guests. Additionally, eTIPS can help Pennsylvania licensees reduce exposure to alcohol liability lawsuits, lower insurance rates, and improve customer satisfaction. "eTIPS offers Pennsylvania licensees a convenient option for completing RAMP server/seller training while receiving their TIPS certification at the same time," says HCI Vice President Trevor Estelle.

The eTIPS program is a self-paced, innovative approach to alcohol server and seller training. It allows participants to obtain practical and valuable training anywhere and at any time. Participants that register with a Pennsylvania address will receive RAMP server/seller training, in addition to TIPS certification. The course is customized to deliver PLCB required information. Through interactive lessons, scenarios and quizzes, eTIPS gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and teaches them to effectively intervene to prevent alcohol-related tragedies. To learn more, visit http://gettips.com/online/index.shtml.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by the Health Education Foundation and Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Over 5 million people worldwide have been certified in the TIPS (Training for Intervention ProcedureS) program. Proven effective by third-party studies, TIPS is a skills-based training program designed to prevent intoxication, underage drinking, and drunk driving. TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace. To learn more, visit www.gettips.com.

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SOURCE Health Communications, Inc.

LICENSE STATE NEWS

HI: Liquor commission votes to kill Maui County’s new round-the-clock liquor sales

The Maui County Liquor Commission unanimously voted Wednesday to repeal a law that allows liquor sales 24 hours a day. The measure first passed in March upsetting critics who felt it would lead to an increase of drunk driving deaths.

After months of lobbying and testifying, opponents are calling this a victory.
"We were absolutely elated," Ashlee Chapman of the Underage Drinking Prevention Coalition said. "We're very very thankful to the commission for making the decision to put the community's safety first. They did hear us."

Under previous laws, alcohol sales were only allowed between 6 a.m. and 11 p.m. Hotels could serve alcohol until 4 a.m., but bars and restaurants separate from hotels were cut off from selling alcohol at 2 a.m.

Mayor Alan Awakawa will now have to sign off on the repeal.

NV: Liquor wholesalers still want piece of recreational marijuana pie

FOX 5 Vegas
Written by Abby Theodros
July 13, 2017

LAS VEGAS (FOX5) - Liquor wholesaler Kirk Offerle said he wants to cash in on the recreational marijuana business but the road has been difficult.

“[The Department of Taxation] set the distributors up to not be approved,” Offerle said.

Offerle owns Ciao Uva Wines & Spirits. He said they receive wine, beer, and liquor from around the world and deliver to clients across the state.

They’re also one of a handful of eligible companies that applied to deliver marijuana from grow sites to store fronts when recreational marijuana sales kicked off earlier this month. They have yet to get approved for their license.

The law said wholesalers get first dibs on distribution for the first 18 months of recreational marijuana sales, but the department of taxation wants to make it so medical marijuana establishments can deliver pot too.

“They want to get marijuana moving,” Offerle said. “They want to make it profitable however I feel they did not uphold Question Two.”

By contrast, Stephanie Klapstein with the Department of Taxation said applications from liquor wholesalers did not meet the requirements.

“The bottom line is that they demanded exclusivity, but they weren’t ready,” Klapstein said. “They are threatening a halt in this market that will affect business owners, employees, and the state’s education budget.”

Offerle and his colleagues filed a lawsuit against the department so that distributions licenses would stay exclusive to liquor wholesalers back in May.

Then the department filed an emergency regulation that could open license applications to Medical Marijuana Establishments also.

“All we were looking for was the 18 months of exclusivity to get us up and running,” Offerle said.

The tax commission is set to consider the emergency regulation Thursday.

INTERNATIONAL NEWS

Spain: Party islands ask EU to ban booze on flights

The Daily Star
By Agence France Presse
July 13, 2017

MADRID - Authorities in the Balearic Islands, home to the party resorts of Ibiza and Magaluf, Wednesday asked Spain and the European Union to ban alcohol on flights and in airports as they battle “anti-social tourism.” The plea comes after recent, much-publicized reports of drunken brawls or alcohol-fueled sexual frolics on flights to an archipelago that attracts millions of visitors every year – with many flocking to resorts notorious for their sex and booze excess.

“We ask the central government and the European Commission to ban the consumption of alcoholic drinks on flights and in airports,” said Pilar Carbonell, in charge of tourism for the local government of the Balearic Islands.
In a statement, she said authorities were asking that these measures be taken “to guarantee security ... and tackle anti-social tourism.”

The statement did not say if the local authorities were asking for alcohol to be banned on all EU flights, or simply those going to the Balearic Islands.

“The aim of the measure is to improve passenger security and also that of security forces in planes and airports in our islands, who are often faced with drunk passengers,” it said.

The Balearic Islands have long been a magnet for visitors looking for sun and fun on a cheap budget, but some of its resorts have now become notorious examples of a dark underbelly of tourism, with drink and drug binges that have at times proved deadly.

The “balconing” craze, for instance, in which people jump from a hotel or apartment balcony into a pool, is endemic in the archipelago. Fueled by alcohol or drugs, the jumpers sometimes miss the pool, ending up in hospital or dead.

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**Philippines: Implementation of tax stamps for alcoholic drinks to start in 2018**

*Inquirer.Net*

*Philippine Daily Inquirer*

*July 13, 2017*

Early next year, the government will start tighter monitoring of the excise taxes being paid by manufacturers as well as importers of distilled spirits and alcoholic drinks by affixing tax stamps similar to that on cigarettes.

In the case of tobacco products, the Bureau of Internal Revenue will introduce a cigarette tax stamp with a new design and better security features by October this year to combat the proliferation of fakes, officials said.

Finance Secretary Carlos G. Dominguez III said the implementation of the Internal Revenue Stamps Integrated System (Iris) on alcoholic drinks would likely begin in early 2018.

ALast January, Internal Revenue Commissioner Caesar R. Dulay said the upcoming implementation of Iris for alcohol and distilled spirits would ensure the collection of correct excise taxes on distilled spirits and wines and curb the illicit trade of alcohol products in the country.

Dulay told a House ways and means committee hearing last Tuesday that the BIR was already circulating to stakeholders a draft revenue regulation (RR) that would implement the Iris on alcohol.

“We also sent the draft RR to the Department of Finance so we can coordinate to ensure that this will be in sync with the comprehensive tax reform program,” Dulay told legislators.

But Dulay said the BIR had yet to conduct a public hearing on the measure.

Also, Dulay said that state-run printer APO Production Unit Inc. had yet to determine the cost of the tax stamp, a reason for the delay in implementation.

Even as consultations with stakeholders, especially domestic manufacturers and importers, started in 2015, BIR Assistant Commissioner Teresita M. Angeles said the costing of stamps remained an unresolved issue.

In the case of cigarette tax stamps, which had been counterfeited by unscrupulous firms, Angeles said the BIR would release new stamps to replace the compromised design.

“Commissioner Dulay already approved the new stamp design. We’re planning to release them in coordination with APO in October,” Angeles disclosed. —BEN O. DE VERA

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**Australia: Local liquor industry is faced with a new, tougher scrutiny**

*Riverine Herald*

*July 13, 2017*

ECHUCA’s licensed premises are about to go under the spotlight with a boost in the number of compliance inspectors across regional Victoria.
The Victorian Government is providing the Victorian Commission for Gambling and Liquor Regulation (VCGLR) with an $11.3 million funding boost to establish a permanent regional presence.

Work is under way to finalise locations for two regional hubs, which will become a base for inspectors to travel to nearby towns and educate managers about their obligations and make sure they are doing the right thing.

The hubs will allow for locally-based inspectors to establish stronger relationships with councils, local police and licensees in the area, so they can work together to minimise harm.

Campaspe police Inspector Geoff Owen said this would provide an increased compliance and inspection regime over licensed premises across the Echuca region.

As a liquor licensing inspector, Insp. Owen works closely with VCGLR compliance inspectors, Campaspe Shire planning department and its council investigation officers for licensing issues and applications.

“We each bring expertise to the table and can action issues from different perspectives,” he said.

“If a liquor licence issue develops or a licensee steps out of line, the combined effort of police, council and a VCGLR compliance inspector is a pretty formidable force to be reckoned with.”

Insp. Owen said he approached his liquor licensing duties from a conservative position because granting and extending licences impacted the community with sometimes unintended consequences.

“It is my job to thoroughly scrutinise these application to ensure there is no public harm created on my decisions. That being said, licensees in Campaspe are generally very good and we maintain professional relationships.”

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**Japan: Beer shipments sink to record low**

The Japan News  
Jiji Press  
July 12, 2017

TOKYO (Jiji Press) — Beer and quasi-beer shipments in Japan in January-June fell 1.3 percent from a year earlier to 190.25 million cases, hitting a record low for the fifth straight year on a first-half basis, data from five major brewers showed Wednesday.

The continued slump reflected the country's aging population and the growing popularity of other alcoholic drinks, such as canned chuhai spirits, industry sources said. Each case contains the equivalent of 20,633-milliliter bottles.

Prices of most beer and quasi-beer products were raised on June 1 mainly because the revised liquor tax law was enforced to ban excessive discounts.

The impact of the price hikes has so far been neutral as a whole because a surge in sales in May was canceled out by a fallback in June, the sources said.

Many industry people are concerned the price increases will continue to put a damper on beer and quasi-beer demand in the second half of 2017. The markups “will start to affect sales from now,” an official of a major brewer said.

Shipments decreased 1.4 percent to 94.21 million cases for beer, 2.4 percent to 26.36 million cases for happoshu low-malt quasi-beer and 0.7 percent to 69.67 million cases for so-called third-segment beer-like beverages.

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**INDUSTRY NEWS**

Beer 'created by woman for women' that is sold in pink boxes sparks furious online backlash from feminists

Daily Mail  
By Iain Burns For Mailonline  
July 13, 2017

A Czech beer created to prove that women can succeed without having to 'sacrifice their natural femininity' has attracted fury online.
Aurosa, brewed in Rychvald in the Czech Republic, was 'designed for the ladies' by creator Martina Smirova.

It comes in a pink box and is marketed by being shown amid roses and in the hands of fashionable young women.

But after the firm brought its beer - which is described as containing both 'strength' and 'tenderness' as the 'contrasting tempers present in the female essence' - to West Hampstead in London yesterday, it was attacked by critics.

One, Spencer Pritchard, wrote: 'My beef with @Aurosa_Official isn't that it's trying to circumvent sexism within the beer industry, it's that it's aiding it by division.

'We need to educate & challenge the sexist few who balk at the thought of a women with a pint, not serve beer in flutes from tiny bottles.'

Steve Robinson added: 'Can I just let you know that this is f****** stupid? for her?!? What's wrong with all the other beers? What's next - "Cake for him".'

Another, Kerry Huband, added: 'Why??? Beer is for everyone, we don't need a pretty pink one. I'll just have a pint thanks'

Jonny Tyson, meanwhile, wrote on Twitter: '@Aurosa_Official women already have a beer - it's called 'Beer' ~40% of craft beer drinkers in USA are women! #beerforher #patronising'

Aurosa is described on its website as a 'popular and inherent part of lifestyle in major fashionable cities'.

The website added: 'Our beer is designed for the ladies, Aurosa #BEERFORHER was created to support, encourage and connect women in their every day life, all while signifying that their feminine nature does not have to be compromised.'

Founder Martina Smirova explained that she created the beer 'as a reminder that women shouldn't forget that they can succeed in all aspects of life without having to adapt or sacrifice their natural tenderness and femininity'.

She added: 'I was able to succeed in an industry that disregards women and in which it is very hard to start a business in, and many other women who chose to pursue their ambitions, no matter how impossible it all seemed, without sacrificing our nature.'

Martina 'stands for all phenomenal women, she stands for all their successes and beautiful moments,' the website description goes on.

'She is here to remind them how important and exceptional they are. She is here to celebrate femininity in all its forms. Aurosa is a beer created by woman for women.'

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**Pernod Ricard Sells Glenallachie Distillery To Billy Walker**

the drinks business  
By Laura Eads  
July 13, 2017

French spirits group Pernod Ricard has sold its Aberlour-based Glenallachie Distillery to the former managing director of the BenRiach Distillery, Billy Walker, through its subsidiary Chivas Brothers Limited.

The group announced yesterday that it had reached an agreement with with Billy Walker, Graham Stevenson and Trisha Savage, now known as the Glenallachie Consortium, for the sale of the Glenallachie Distillery.

The sale also includes the distillery’s flagship Glenallachie single malt whisky brand, its blended Scotch whisky brands MacNair’s and White Heather, and relevant inventories to support future development of these brands.

The trio said its aim with Glenallachie was for it to be a “wholly Scottish owned, Scottish based, and truly independent Scotch whisky company producing excellent whiskies and offering them to the market at premium but affordable prices”.

The Glenallachie distillery was built in 1967 by Mackinlay McPherson, and later bought and mothballed by Invergordon Distillers in 1985. It was then bought by Pernod Ricard-operated Campbell Distillers in 1989.

Pernod Ricard said the disposal was in line with its strategy to focus on its priority spirits and wines brands and to “adjust its industrial footprint to its needs”.

Billy Walker is a well-known figure in the Scotch trade thanks to a 40-year career that has seen him spend time at Ballantines, Inver House Distillers and Burn Stewart. Most recently, he led the revival of the BenRiach distillery in 2004 as its managing director, with the The BenRiach Distillery Company portfolio eventually coming to include the GlenDronach and Glenglassaugh distilleries and brands.
Jack Daniel’s maker Brown-Forman acquired the business for £285 million (US$416m) in April last year, marking the group’s re-entry into the single malt Scotch category.

In February this year, it was announced that Billy Walker would leave BenRiach following the appointment of Morrison Bowmore’s Rachel Barrie as master blender.

Walker’s fellow investors, Graham Stevenson and Trisha Savage, have each spent three decades in the Scotch industry, Stevenson initially at the North British Distillery Company in Edinburgh, before moving to Inver House Distillers in 1994. He has remained there for the past 23 years, spending most of that time as managing director.

Savage meanwhile has worked closely with Billy throughout the last 30 years, and was instrumental in establishing and building the BenRiach Distillery Company.

The sale of Glenallachie, agreed for an undisclosed sum, is expected complete before the end of 2017.

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**DAILY NEWS**

**The Center for Alcohol Policy 10th Annual National Essay Contest**

Center for Alcohol Policy
July 13, 2017

The Center for Alcohol Policy is now accepting entries for its 10th Annual National Essay Contest. The Center’s national essay contest is intended to foster debate, analysis and examination of state alcohol regulation.

The topic for this year’s contest is:

The Supreme Court has recognized “temperance” as a permissible goal of state alcohol regulation. Define temperance as it would apply in today’s alcohol marketplace. Is it still relevant today? Should temperance still be recognized as a permissible goal of alcohol regulation?

WHO CAN ENTER: The contest is open to all persons who are over the age of 18 as of December 2017. Students, academics, practicing attorneys, policymakers and members of the general public are encouraged to submit essays.

HOW TO ENTER: Essays may be emailed to essay@centerforalcoholpolicy.org or mailed as a hard copy to: Center for Alcohol Policy; Attn: Essay Contest; 1101 King St., Suite 600-A; Alexandria, VA, 22314. Essays must be accompanied by an entry form.

DEADLINE: The deadline for entries is December 1, 2017. Winners will be announced in early 2018.

AWARDS: Cash prizes will be awarded to the first, second and third place winners in the amounts of $5,000, $2,500 and $1,000 respectively.

Read the winning entries from the 2016 Annual Essay Contest:


2nd Place: Rebecca Strazds, “Localities, Licenses, and Loopholes: An Analysis of Variances in Alcohol Regulation and their Continued Effectiveness in Modern Industry”

3rd Place: David King, “Going Deeper than a Proof Rating: A Case for Regulating Beverage Types Based on Social Impact”

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**Sportscaster Brent Musburger to Speak at NBWA’s 80th Annual Convention and Trade Show**

National Beer Wholesalers Association
July 12, 2017

FOR IMMEDIATE RELEASE:

ALEXANDRIA, Va. – Renowned sportscaster Brent Musburger will speak during the National Beer Wholesalers Association (NBWA) 80th Annual Convention and Trade Show on Tuesday, October 10. The convention will take place October 8 – 11, 2017, at Caesars Palace in Las Vegas, Nevada.
Musburger had front row seats for sports’ biggest moments over the last four decades. He retired in January 2017 from ESPN and ABC television networks. Formerly with CBS Sports and one of the original hosts of The NFL Today, he also has covered the NBA, MLB, NCAA football and basketball and NASCAR. Musburger has served as a studio host for games, a play-by-play man and halftime host. He has performed postgame wrap-up segments and covered championship trophy presentations, and he is a member of the Montana Broadcasters Association Hall of Fame. He also serves as managing editor at Vegas Stats and Information Network and is the lead on-air talent.

“For those of us who grew up listening to Brent Musburger provide commentary and analysis of many of the biggest sporting events of our time, this is an exciting opportunity to hear from a true sports insider,” said NBWA president & CEO Craig Purser. “He’s going to have many stories to share — from the sidelines to the press boxes — as well as lessons learned from some of the most impactful sports figures of our time.”

NBWA’s 80th Annual Convention and Trade Show offers a dynamic convention program with insightful speakers, 22 education seminars taught by the industry’s leading experts and a two-day Trade Show filled with nearly 300 vendors featuring innovative products and services for beer distributors.

Registration is available online at www.nbwa.org/convention. Hotel accommodations at Caesars Palace can be made online or by calling (866) 227-5944. Reference the National Beer Wholesalers Association or NBWA to receive the group rates of $209+tax per night for the Forum Tower and $217+tax per night in the Palace, Augustus and Octavius Towers. The last day to make hotel reservations and receive the discounted room rate is September 8, 2017. The NBWA guest room block can sell out prior to this date. Once the block is sold out, room rates cannot be guaranteed.

For more details, please visit the convention page of NBWA’s website at www.nbwa.org/convention. Follow #NBWAVegas on social media for additional updates.

The National Beer Wholesalers Association (NBWA) represents the interests of America’s more than 3,000 licensed, independent beer distributor operations in every state, congressional district and media market across the country. Beer distributors are committed to ensuring alcohol is provided safely and responsibly to consumers of legal drinking age through the three-tier, state-based system of alcohol regulation and distribution. To learn more about America’s beer distributors, visit www.AmericasBeerDistributors.com. For additional updates from NBWA, follow @NBWABeer on Twitter, like NBWA on Facebook, follow NBWA on Instagram and subscribe to NBWA’s YouTube channel.

CONTACT: Sara Neiman, sneiman@nbwa.org or (800) 300-6417

Lebanon women’s group still fighting against alcohol

Lebanon Daily News
By Daniel Walmer
July 13, 2017

LEBANON, Pennsylvania - Grace Ziegler has never had a sip of alcohol. She believes you shouldn’t have one, either.

Ziegler is president of the Lebanon County chapter of the Woman’s Christian Temperance Union – a once-powerful, politically active organization that lost the battle for prohibition 80 years ago but still asks people to lay off the sauce.

Socially conservative Lebanon County retains one of the most active chapters in America of the otherwise waning pressure group.

And while their teetotaling message has become less popular in recent years, members push on because truth – or, at least, truth as they see it – doesn’t change with public opinion.

“Alcohol is killing a lot of people,” Ziegler said. “If we don’t step forward and witness to the people, what’s going to happen to the next generation?”

No drinks served here

It’s said that small cities like Lebanon have a bar or a church on every corner, but you can’t find either on the northeast corner of 5th and Cumberland streets. That’s where Doug Maguire runs All That & A Bag of Chips, a restaurant that provides catering services and stays open on Friday nights with live music.
But even then, no booze flows.

“Some people tell me that if I don’t have a liquor license, I can’t be successful,” Maguire said. “I’m attempting to prove them wrong.”

Maguire accepted a plaque Monday from the WCTU for not serving alcohol, part of a nationwide project based on the theory that if liquor is less prevalent, less people will become hooked.

Members still preach total abstinence – even from cooking with wine or eating hard candies with liquor centers – as the best path to avoiding alcoholism.

“I don’t think people realize that just a little bit is what hooks a person. It’s like that first cigarette,” said Janet Catani, a Lebanon resident who is also the Pennsylvania WCTU president.

“Cocktail saboteurs”

The WCTU came to Lebanon County in 1878, just four years after the founding of the national organization, according to a 1972 Lebanon Daily News article.

Featuring a chapter organized by hatchet-wielding, bar-smashing prohibitionist Carrie Nation, the WCTU was a driving, grassroots force behind a nationwide ban on alcohol that won passage of the Eighteenth Amendment to the United States Constitution in 1920.

Even after losing that fight 13 years later – due perhaps in part to what one national leader blasted as the biased “wet media” – the WCTU maintained its strong anti-alcohol stance. Leaders during World War II decried the loss to alcoholism of otherwise eligible soldiers and termed people who drank and drove “cocktail saboteurs.”

Locally, the WCTU opened chapters in at least nine Lebanon County towns. Many of its projects from as early as the 1930s – such as essay contests in schools and a summer “day camp” – are still held annually.

Women and Christians only

Despite their earnestness, even Lebanon’s WCTU is now suffering from an age and size problem.

The town chapters have consolidated to just one county chapter with about 85 dues-paying members and about 15 truly active members, Catani said. That’s down from about 550 members in 1972. Most are over 50, and the youngest are daughters of group leaders.

Only about 120 people are expected at their national convention in Harrisburg in July.

It is still comprised of Christians and women only, although men may be “auxiliary” members.

Still, members believe their message is more important than ever given the behavior they perceive from many young people today.

“We used to say that after dark things happen, but it’s after school now,” Ziegler said. “Kids get together – drinking parties, ugly videos.”

The current WCTU still holds essay and coloring contests in schools, pays for an anti-alcohol billboard on Route 645 near Frystown, hands out Citizenship awards to local high school graduates, and often mans (or womans) a booth at the Lebanon Area Fair.

“I think we make a difference,” Catani said.

Not just alcohol

If the fight against alcohol seems like something from the past, another drug on the mind of several WCTU members – opioids – is startlingly relevant. At a recent lunch, members applauded states that have taken legal action against pharmaceutical companies, alleging that they downplayed the addictive potential of painkillers in advertisements.

But the group still concentrates most on alcohol, and doesn’t understand why booze doesn’t receive the same negative attention as other substances, even cigarettes.

“I think it’s because cigarettes do so much to the body – the lungs, the brain – but alcohol does to. They just haven’t focused on it,” Catani said.
Schumer Asks FDA to Probe, Regulate This Snortable Chocolate

'This product is like cocaine on training wheels'

The Washington Free Beacon
By Conor Beck
July 12, 2017

Senate Minority Leader Chuck Schumer (D., N.Y.) announced Monday that he is calling on the Food and Drug Administration to formally launch an investigation into "Coco Loko," a new snortable chocolate product that contains caffeine.

Coco Loko, created by the Florida-based company Legal Lean, contains powdered chocolate with added stimulants, and users are instructed to snort the product.

Schumer said in a press release that Coco Loko is marketed as a drug for kids and teens, arguing that it has no health benefits.

"The math for the FDA is clear: This suspect product has no clear health value," Schumer said. "It is falsely held up to be chocolate, when it is a powerful stimulant. And they market it like a drug—and they tell users to take it like a drug, by snorting it. It is crystal clear that the FDA needs to wake up and launch a formal investigation into so-called Coco Loko before too many of our young people are damaged by it."

"I can't think of a single parent who thinks it is a good idea for their children to be snorting over-the-counter stimulants up their noses," Schumer added. "This product is like cocaine on training wheels."

Coco Loko's Amazon page description appears to prove Schumer right on how the product is advertised.

"Endorphin Rush, Serotonin Rush, Euphoric Energy," the description says, noting that the product has "no tobacco, no nicotine."

The product's website says, "Raw cacao will give you a steady rush of euphoric energy and motivation that is great for party goers to dance the night away without a crash."

That does not mean that Coco Loko is safe or a good idea to use. Other than its drug-like marketing and snortable route of administration, Coco Loko was also highlighted by Schumer for another public health risk: its ingredients are often found in energy drinks, including gingko biloba, taurine, and guarana.

"Caffeine, guarana, and taurine, which can be found in 'Coco Loko,' act as stimulants," Schumer's press release read. "According to a 2015 Mayo Clinic study, drinking one 16-ounce energy drink can increase blood pressure and stress hormone responses significantly."

The overall health risks of Coco Loko are not currently known, however.

"The question is, what are the risks of doing it?" Dr. Andrew Lane, director of the Johns Hopkins Sinus Center, told the Washington Post. "There's no data, and as far as I can tell, no one's studied what happens if you inhale chocolate into your nose. When I mention it to people, nobody's ever heard of it."

Before reprinting the letter Schumer sent to FDA Commissioner Scott Gottlieb, the senator's press release noted that "In the past, Schumer has been successful in getting the federal government to rein in dangerous products, especially those being marketed to young adults."

In 2015, Schumer introduced legislation to prohibit the production, sale, and possession of powdered alcohol.

Schumer feared that since powdered alcohol would be easy to conceal and could be snorted, it would create a new danger for teenagers.

On the website Consumerist, powdered alcohol creator Mark Phillips showed that "Palcohol" is too big to effectively conceal and that snorting the equivalent of one drink would take about an hour.