

License State News

MA: Battle over booze licenses brewing in Great Barrington

OK: Oklahoma ABLE Approves TIPS Online & Classroom Alcohol Server and Seller Training Programs

NY: State to Crack Down on Underage Drinking & Fake IDs

Industry News

Vodka marketing 'driving conversations about authenticity' (Excerpt)

The Differences Between Soju, Shochu, and Sake, Explained

Strong sales in China, India drive Pernod Ricard profit growth

Education News

Oklahoma schools getting conflicting advice about impact of medical marijuana on their policies

Daily News

Point of Brew: Be careful when drinking high alcoholic beers

News From TTB

'Mom, we need to talk:' Why teens want parents to talk to them sooner about drugs and alcohol

August 29, 2018

NABCA HIGHLIGHTS

The Public Health Considerations of Fetal Alcohol Spectrum Disorders (White Paper)

Native American Nations & State Alcohol Policies: An Analysis (White Paper)

Alcohol Technology in the World of Tomorrow - (White Paper)

The Control State Agency Info Sheets. Please view website for more information.

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LICENSE STATE NEWS

MA: Battle over booze licenses brewing in Great Barrington

The Berkshire Eagle

By Heather Bellow

August 28, 2018

GREAT BARRINGTON — There were cries of "unfair" and "competition" at town hall Monday night. The reason? Beer and wine.

Word on the street is that two separate applications for beer and wine licenses might soon hit town hall. That "word," as Select Board Chairman Stephen Bannon put it, had half of the town's package store owners at the podium Monday to tell the board that the alcohol sales market in town is saturated, and that changing a town policy to release four remaining licenses would be unfair and harmful in this town with a full-time population of about 6,850.

"The pie is only so big," said Joe Aberdale, owner of Aberdale's in Housatonic. "We have it split up pretty good right now ... and if we continue to add stores, we're going to split that pie up even further."

"It is a pie, but I reject the notion that it is a finite pie," said Matthew Rubiner, owner of Rubiner's Cheesemongers & Grocers on Main Street, referring to the seasonal swell in population with the arrival of second homeowners and tourists. While he said he hasn't filed an application for a license, there were hints that he might like to to sell small amounts of small production wine.

Yet currently, the pie isn't cut the way the state would have it based on the town's population. The Alcoholic Beverages Control Commission's regulations say the town can have seven total licenses — two all-alcohol, five wine and malt.

But the town has ended up with eight total — seven all-alcohol, and one wine and malt. This happened when, at annual town meeting in 1983, voters agreed to convert seasonal licenses to year-round all-alcoholic licenses.

This leaves those four available wine and malt licenses, the subject of Monday night's passion. But in 2003 the board closed the gates on releasing these, in a 5-0 decision on grounds the town had enough package stores.

Now the Select Board has to decide whether to change this policy. It voted 3-2 Monday to table the decision to allow time to consider it, and to listen to an industry representative who Aberdale said agreed to come talk to the board.

Trying to make a living

Aberdale said selling liquor, beer and wine is a hard way to make a living, with its shrinking margins and tight regulations. More competition would be harmful, he said, and releasing any of the four beer and wine licenses approved by the state's Alcoholic Beverages Control Commission could knock the delicate economic booze balance out of whack.

"You're going to create a very, very slippery slope," added Ed Domaney, owner of Domaney's Liquors & Fine Wines on North Main Street. "We have enough [licenses]."

Matthew Masiero, co-owner of Guido's Fresh Marketplace on South Main Street, said that slope is populated by other stores that are currently poised to snatch a stake in the market.

"Price Chopper ... they'll be the first ones in line," he said, adding that the Berkshire Co-op Market, in its expansion, might also seek a license, as might Cumberland Farms, the Lipton Mart and Sunoco station. "Are you gonna open a Pandora's box here?"

Rubiner told the board that he thinks the 2003 decision to restrict the four licenses may have been in response to his application, a move he called "arbitrary and capricious."

"I don't understand how it is the work of the selectmen to restrain competition," he said.

Rubiner called the doomsday scenarios by other store owners "hysteria."

"No one is suggesting more than four," he said. "This is not creating new licenses."

Rubiner pointed to his own hardship as a merchant, and how not releasing the existing licenses is a blow to free enterprise. "I patronize all of their businesses," he said of the package store owners, "And I know that we all have our struggles. I think of it less as competing, and think of it more as trying to make a living in this small town."

Rubiner went on about the other side of "unfairness."

"We sell cheese. Matt [Masiero] sells cheese. Eddie [Domaney] sells cheese. We all sell cheese," Rubiner said.

"They sell chocolate. I sell chocolate. We all sell chocolate. They sell cured meats. I sell cured meats. They all sell wine — I can't sell wine, not because there are no licenses available."

Hinting that perhaps he might seek one of those licenses, Rubiner said that, in any event, what he would be selling would not compete with the others.

"Some one little bottle of organic or biodynamic wine made in tiny quantities in Languedoc in France or in Oregon or in New York state that none of these other guys carry," Rubiner said. "Wines that don't enjoy an easy path to market."

Masiero said he's not so concerned about competition from the "obscure thing" Rubiner wants to sell, but also said that the store owners in this room might be able to source the rarefied wines if need be.

And Ray Almori, of Plaza Package on State Road, came armed with a box full of fake IDs he had confiscated from underage purchasers over the years to demonstrate that these existing package stores are engaged in community service and monitoring as well.

But this only gave Rubiner more ammunition to hammer out his point further.

"I reckon not one of those licenses was seized by some kid trying to buy a biodynamic bottle of wine made on a little farm somewhere in Tuscany," he said.

But the charge of potential unfairness is heightened by license transferals that came at great cost when some of these store owners started their businesses.

"Ten years ago we had to buy an all-liquor license at \$50,000," Masiero said. "So I think it's unfair."

The board is now caught in a quandary of whether to allow the free market to do its thing, or whether to "protect businesses that are here," as board member Ed Abrahams put it.

"Can we meet in the middle?" wondered board member Kate Burke, about the possibility of issuing fewer than four licenses.

Helen Kuziemko, administrative assistant to the town manager and the board, said the board would then have to change the policy, and add limits, up to four, as it sees fit.

But Rubiner said he understands the concerns of the other store owners, since they are his worries, as well.

"This is not an easy town, as every one of these license holders has made clear," he said. "It's brutally seasonal."

OK: Oklahoma ABLE Approves TIPS Online & Classroom Alcohol Server and Seller Training Programs

News Release

News Provided by Health Communications, Inc.

August 28, 2018

ARLINGTON, Va., Aug. 28, 2018 /PRNewswire/ -- Health Communications, Inc. (HCI) today announced that their Training for Intervention Procedures (TIPS) Classroom and eTIPS Online alcohol training and certification programs were approved by the Oklahoma ABLE Commission. In November 2016, Oklahomans overwhelmingly approved

State Question 792, which requires the successful completion of alcohol training as a prerequisite to the issuance of an employee license. In Oklahoma, employees involved in the sale or service of alcoholic beverages must have an employee license.

According to The Miami News-Record, Captain Erik Smoot with the Oklahoma ABLE Commission said, "In the state of Oklahoma, based on the new alcohol laws, anyone applying for an employee license with the Oklahoma ABLE Commission after October 1, 2018 will be required to attend an ABLE approved training course." In addition, the new law legalizes the sale of wine and stronger beer in supermarkets, grocery stores, convenience stores, and warehouse clubs. Furthermore, employees at these locations must be at least 18 years old in order to handle or sell beer or wine.

TIPS is the global leader in education and training for the responsible service, sale, and consumption of alcohol. Proven effective by third-party studies, TIPS is a skills-based training program designed to prevent intoxication, underage drinking, and drunk driving. Over the past 35 years, TIPS has certified more than 5 million participants. TIPS is trained in all 50 states, U.S. territories, the District of Columbia, and over 50 countries. TIPS offers unique programs for a variety of venues where alcohol is served, sold, or consumed. In Oklahoma alone, TIPS has certified more than 15,000 servers and sellers of alcoholic beverages and 426 TIPS Trainers.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by 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. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for responsible alcohol service training. TIPS training can be delivered online or in the classroom by certified trainers. Numerous public officials and government agencies have recognized and endorsed TIPS training as lifesaving and critical to providing servers and sellers of alcohol with the knowledge and confidence they need to recognize potential alcohol-related problems and effectively intervene to prevent alcohol-related tragedies. 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 the www.gettips.com.

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NY: State to Crack Down on Underage Drinking & Fake IDs

CNY News

By TSM

August 29, 2018

Governor Andrew M. Cuomo today announced a joint effort by state agencies to crack down on underage drinking on college campuses and in college towns as the fall semester begins. The New York State Liquor Authority and the New York State Department of Motor Vehicles, working with local law enforcement agencies, will conduct statewide sweeps of locations holding liquor licenses, including bars, restaurants, liquor stores and grocery stores, looking for fake IDs and illegal sales to minors.

The combined enforcement effort will begin immediately as college students return to campus for the fall semester. The enhanced enforcement sweeps build upon the Governor's successful safety initiatives to deter underage drinking and prevent the purchase and use of false identification documents, and supplement the State Liquor Authority and DMV's regular underage enforcement efforts conducted throughout the year.

Persons under the age of 21 found to be using fake IDs or false documents with the intent of purchasing alcohol can be arrested and have their license revoked for a minimum of 90 days or up to one year. Additionally,

businesses charged by the State Liquor Authority with underage sales face civil penalties of up to \$10,000 per violation, and repeat offenders also face potential suspension or revocation of their liquor licenses.

INDUSTRY NEWS

Vodka marketing 'driving conversations about authenticity' (Excerpt)

The Spirits Business

By Admin

August 28, 2018

The history of vodka advertising goes from a focus on nightlife to status messaging, and the introduction of flavour to the current penchant for craft and terroir. James Lawrence asks industry experts what comes next.

At first glance, little has changed in the world of vodka advertising. Leading brands, endowed with lavish budgets, continue to invest in major design or endorsement--orientated campaigns. Cîroc Vodka, to cite just one example, unveiled a limited edition Blue Steel vodka in 2016, created in partnership with famed photographer Mario Testino to mark the launch of the film Zoolander 2. Then last year, the Diageo--owned brand teamed up with Victoria's Secret supermodel Alessandra Ambrosio (pictured above) for its On Arrival campaign.

But dig a little deeper into the archives of vodka marketing and it's evident that tactics have changed dramatically over the past 15 years, evolving to meet 21st--century consumer expectations – and the constant threat from gin and brown spirits. "Summarising the category's evolution is analogous to attempting to take a census in a rabbit warren," laughs Spiros Malandrakis, industry manager – alcoholic drinks at Euromonitor. "Vodka has undergone many sharp metamorphoses in terms of how it is marketed – the premiumisation narrative, the (relative) success of the flavour revolution, the resulting backlash and finally the emergence of craft brands trumpeting provenance and terroir messages. Of course, design--led marketing will always have a role in the category, but it has been joined by myriad approaches, all fighting for space in a crowded arena."

Rebecca Heathcote, head of brand for Russian Standard Vodka UK, agrees. Earlier this year, the brand announced a £2.5 million (US\$3.5m) marketing campaign in the UK with the tagline 'Raise Your Standards' to enhance its profile. The campaign will target festivalgoers this summer with a drinks--personalisation experience, as well as the impending Fifa World Cup with the launch of its 'Raise Your Game' promotion in leading UK supermarkets.

"Approaches to marketing have changed in general, with brands paying more attention to providing consumer experiences rather than traditional static 'push advertising'," Heathcote says.

"If brands are to cut through the clutter, they need to work hard to better engage consumers. Many are more demanding in terms of their brand expectations; they are looking for a 'value exchange' and are seeking to create memories that they can share."

These sentiments also strike a chord with Luke Atkinson, vice-president of communications, premium core brands, Diageo. "Vodka brands have moved from a focus on nightlife alone to richer and more purposeful messages and activations, as witnessed by Smirnoff, as well as other vodka brands," he says. "People's socialising behaviours have changed."

ADVERTISING HISTORY

The millennial generation may take this new approach for granted, but the baby boomers will likely be able to vouch for the dramatic shift in the way vodka is presented. Indeed, vodka brands are a major part of advertising history; a cursory examination of historic campaigns reveals slogans that would be rejected as woefully anachronistic today. Several companies, such as Effen and M n ge   Trois, have, in the past, based their ads around sexual puns: "Nothing warms me up like Effen by the fire," one ad gleefully announced. And slogans such as 'Smirnoff leaves you breathless', suggesting the spirit wouldn't be detectable on your breath after you drank it, were once commonplace.

Yet today's consumer will find no such billboards – at least in the craft and luxury sphere. In 2013, Grey Goose unveiled a new global advertising platform, Fly Beyond, focused on the craft nature of its production and the artisanal use of Gensac spring water and Picardy winter wheat. There was no bling, no celebrity association or clever puns – just a reassurance that drinkers were getting an authentic, luxury product.

It was a marketing masterstroke, perfectly timed to coincide with the global rise of social media and consumers' growing interest in authentic brand stories. This, in turn, has allowed for more targeted campaigns in contrast to the generic advertising of old.

"The catalyst for this marketing change is the consumer demanding much more than ever before," says Joe McCanta, Grey Goose's brand ambassador. "It's not enough to have beautiful packaging; the liquid must deliver and taste great, as well as be consistent. As the first super-premium French vodka, Grey Goose has been leading the way since our speaking-about-terroir launch, and with our previous educational platform, 'Field-to-Bottle', along with our new 'Vive La Vodka!' we continue to push for an appreciation of the subtle nuances that terroir can create in the category."

Grey Goose is not alone. The past five years have seen a growing number of brands trumpeting their provenance and raw materials, heavily exploiting these factors as marketing tools. Such initiatives stand in marked contrast to the traditional approach of the larger brands that promoted their bottle designs and often extravagant packaging, rather than the origins of the liquid itself.

"There are essentially two types of vodka brands competing in the market: ones that communicate quality of ingredients and provenance, and brands that focus on marketing gimmicks as a means of selling their product," says McCanta. "The latter category's long-term sustainability is dubious at best."

The vanguard for this terroir-focused approach to marketing has naturally been led by a growing firmament of 'craft' brands. "As farmers, we treat potatoes the same way wine makers treat grapes, noting the aspects of each variety and the vintage.

Each of our species of potatoes contributes subtle nuances to enhance the final flavour of our spirits," explains David Stirling, founder of Scotland's Arbikie distillery.

However, while craft brands have come to define the shift of emphasis towards terroir, larger brands have also seen the wisdom of making the provenance message central to their marketing. In 2017, Polish vodka Belvedere launched a range of single-estate vodkas that focused on terroir. Poland remains the only nation with a vodka appellation, and several leading brands have recently ramped up discussions surrounding the different sub-regions and terroirs in the country, as well as the differences in style and character. "Vodka marketers had a major disadvantage, lacking the authentic narratives, natural botanicals and microdistillery-driven offerings that continue to define gin," says Euromonitor's Malandrakis. "Vodka marketing has adopted the principles of traditional wine marketing, driving conversations about the authenticity of the brand through terroir and provenance, rather than the 'marketing in a bottle' approach."

Strong sales in China, India drive Pernod Ricard profit growth

- For the year ahead, Pernod - the world's second-biggest spirits group behind Britain's Diageo - forecast further profit growth in spite of an uncertain geopolitical and monetary climate. It gave no further details.
- Pernod Ricard forecast underlying profit growth from recurring operations of between 5 percent and 7 percent for the full year ending June 30, 2019.

CNBC

August 29, 2018

French spirits maker Pernod Ricard on Wednesday said sales and profit growth accelerated in full year 2017/18, driven by strong demand in China and India, as well as robust sales in the United States, its top market.

The maker of Martell cognac and Mumm champagne handed investors a 17 percent dividend hike. For the year ahead, Pernod — the world's second-biggest spirits group behind Britain's Diageo — forecast further profit growth in spite of an uncertain geopolitical and monetary climate. It gave no further details.

Pernod Ricard predicted a "very strong" first quarter, saying it would benefit from a low comparison base in India where it has faced setbacks including a ban on liquor outlets.

It also forecast a boost in the July-September period from an earlier Mid-Autumn Festival in China, where it banks on a thirst for premium drinks from a fast rising middle-class.

Speaking on both China and India, Alexandre Ricard, the chairman and chief executive officer Pernod Ricard, said that the key drivers there were the emerging middle class.

"We're in investment mode, as well, in both these countries as they drive our growth, currently, and also for the medium to long-term," he told CNBC's "Squawk Box Europe."

Pernod Ricard forecast underlying profit growth from recurring operations of between 5 percent and 7 percent for the full year ending June 30, 2019.

This would compare with the 6.3 percent rise achieved in the 2017/2018 financial year, when profits came in at 2.358 billion euros (\$2.70 billion), in line with an average forecast of 2.36 billion euros in an Inquiry Financial poll for Thomson Reuters.

Sales growth for the 2017/18 full-year accelerated to 6 percent from 3.6 percent the previous year, spurred by a 17 percent jump in China, 14 percent in India and 4 percent in the United States. Nonetheless, shares fell 2.1 percent as European markets opened Wednesday morning.

Ricard called the challenge from smaller craft brands an "opportunity" for his company. "There's room for both big brands and small local or craft brands," he told CNBC. "By the way we have both. We've been actively managing our portfolio of brands through M&A (merger and acquisition) activity, with partnerships or acquisitions," he added.

The Differences Between Soju, Shochu, and Sake, Explained

VinePair

By Cat Wolinski

August 29, 2018

It's no secret that Asian spirits are on the rise. Soju is the world's top-selling liquor by volume. Shochu is the most popular spirit in its homeland of Japan, and it's reportedly making a splash stateside in Highball variations and posh umami cocktails.

Meanwhile, sake continues to gain popularity, with U.S. sales increasing annually since the 1990s.

For some consumers, however, questions cloud these categories. What's the difference between sake and shochu? And how does soju play into things? Here's a breakdown of all the differences among sake, soju, and shochu.

SOJU

Soju is a clear spirit that originated in Korea. It was traditionally made with rice but, ever since distilling rice was banned during the Korean War, distillers have used other grains and starches, such as wheat, sweet potatoes, and even tapioca. As a result, sojus vary in aroma and flavor.

Soju is most often drunk straight with food, like wine, but is also used in cocktails, like a spirit. It has a neutral flavor, like vodka, but half the alcohol content — it typically hovers between 20 and 34 percent ABV, compared to vodka's 40 percent ABV.

Soju is the top-selling liquor by volume in the world, but it's not legally considered a spirit everywhere. In New York and California, for example, soju no more than 24 percent alcohol by volume can be sold under a beer and wine license, which is cheaper and easier for restaurants to acquire than a liquor license.

SHOCHU

Shochu originated in Japan at least 500 years ago. It shares certain characteristics with soju, including a similarly low ABV (between 25 and 30 percent ABV on average) and pronunciation. Shochu is also most commonly made from sweet potato (imo-jochu), barley (mugi-jochu), or rice (kome-jochu).

According to Yukari Sakamoto, sommelier, certified shochu advisor, and author of "Food Sake Tokyo," shochu flavor and quality can vary greatly. Top-quality shochu, called honkaku shochu, is single-distilled, allowing it to retain the flavors of its base ingredient. As such, a sweet potato shochu will taste very different from a rice shochu.

Shochu is also most often consumed on the rocks, mixed with cold or hot water, or with fresh juice, which lowers the alcohol content even further to about 12 to 15 percent ABV, similar to a glass of wine. It can also be used as a substitute spirit in classic cocktails like the Martini or Negroni.

SAKE

Let's get this out of the way: Sake is not rice wine. Nor is it Japanese vodka, or a distilled spirit of any kind. Sake has more in common with beer than any other alcoholic beverage. Like beer, it's made with steeped grain and is brewed and fermented with yeast. In sake's case, it is then fermented a second time with koji mold.

Flavor-wise, sake can range from dry to sweet, measured by the Sake Meter Value (SMV), a numerical scale ranging from -15 to +15, with dryness increasing with number. You'll often see these numbers on sake menus or on sake bottle labels. It is usually clear and still; but unfiltered sake is milky white, and some sakes are carbonated.

Sake is best served room temperature. It can also be served cold or warm, though the latter is often reserved for cheaper, less refined sake.

Finally, though Americans are often taught or tempted to pair their sake with sushi — or, shudder, as part of a sake bomb — neither practice is common in Japan. There, it is seen more as a palate cleanser, best enjoyed between meals or on its own.

There are three main types of sake: junmai; ginjo; and daiginjo. The distinction between each is determined by the amount the rice grains are polished before the sake is made, with quality and polish increasing in tandem.

Junmai is made with rice that is 70 percent or less unpolished; ginjo, 60 percent or less polished; and daiginjo, 50 percent or less. Generally speaking, the more polished the rice, the cleaner and more elegant the flavor, ranging from earthy to fruity to rich. Sake is further classified into more styles, which you can learn more about here.

EDUCATION NEWS

Oklahoma schools getting conflicting advice about impact of medical marijuana on their policies

Tulsa World

By Andrea Eger and Samuel Hardiman

August 29, 2018

How will the passage of medical marijuana in Oklahoma affect school policies? Right now, it depends on where they're getting their legal advice.

The Oklahoma State School Boards Association recently provided its member districts with a sample policy that would allow students "to access and utilize marijuana in accordance with state law" or for a caregiver "to administer medical marijuana to students at school."

Shawn Hime, executive director at the state school boards association, said the organization's legal department has been working with counterparts across the country through the national Council of School Attorneys.

"Some 30 states have some form of legalized marijuana, so we felt it was important not to try to recreate the wheel in Oklahoma," said Hime. "We have given them sample policies and then we work with them to amend those as the local board sees fit, consistent with the Oklahoma law that was passed in the June election."

But Rosenstein, Fist and Ringold, the Tulsa-based law firm that represents more than 300 public school districts, has strongly advised its clients against allowing any medical marijuana on campus because of one major difference it says exists between Oklahoma's new statute and those previously existing in many other states.

"Marijuana is a prohibited controlled substance under federal law regardless of the use being for medical purposes," the law firm's advisory to clients reads. "Recently several states have legalized medical marijuana and some school districts in those states have allowed medical marijuana to be administered on campus by a caregiver. Please note that many of these states' laws specifically authorize the use of medical marijuana on school district campuses.

"However, Oklahoma's laws regarding medical marijuana do not contain any explicit provision allowing for possession, use, or administration of medical marijuana on school district campuses."

The law firm also warned districts that receive federal funding that they "must comply with federal law or risk losing their federal funding."

"Federal law provides for the Drug-Free Workplace Act, which prohibits controlled substances from being present in the work place. This means that school districts which allow the administration, use, or possession of medical marijuana by students or employees risk losing their federal funding," the written guidance states. "School districts should continue to enforce their current policies prohibiting the use, possession, or administration of marijuana on school district property. As a result, all employees, including school nurses, are prohibited by law from administering or dispensing marijuana."

Some local districts are heeding advice to not allow medical marijuana use on campus, while others say they are undecided.

Doug Mann, an attorney with RFR, said the firm is continuing to receive inquiries from school districts "as to the new Oklahoma medical marijuana law and its interplay with federal law."

"We have developed a policy for our school clients to implement to best protect them from violating state and federal law," Mann said. "We understand that there are some lawyers who are advocating allowing medical marijuana, and its derivatives, on school grounds and school vehicles. We think that is a big mistake as federal law clearly prohibits all forms of marijuana on school property."

Hime said there is still plenty of time for local school districts and their elected school board representatives to decide how to proceed — and legislative action to clarify the matter is still possible.

"We just encourage school boards and superintendents to have that conversation locally to determine what's best for them and what meets the legal requirements for Oklahoma law," he said. "A significant number of districts are still weighing their options, talking to their retained counsel and waiting to see what happens at the legislative level."

Hime also downplayed any risk to schools' federal funding if they decide to allow medical marijuana use on campus.

"There has not been a state that as had any trouble with federal funds to date. Probably the most liberal marijuana laws are in our nation's capital, Washington, D.C. Another thing that we see is there are at least half a dozen pieces of legislation that have bipartisan support at the federal level to make this a state thing."

Broken Arrow Public Schools leaders say they will heed the advice of Mann, the district's attorney.

"Based on guidance from our legal counsel, marijuana is not allowed anywhere on campus. You'll have to clarify anything further through Doug Mann at RFR," said district spokesman Charlie Hannema.

Union and Tulsa districts say they are undecided on whether to allow medical marijuana on campus.

"At this point, we are still awaiting an analysis of the intersection of federal and state law to understand the appropriate way to move forward. We will also be reviewing the relevant laws, policies, and legal guidance from the firm," said Emma Garrett Nelson, TPS spokeswoman. "If needed, we would then provide clarification on or make any necessary changes to district policies and practices."

Tulsa school board policy allows medication to be administered by an authorized adult at the school health clinic. For some conditions, such as asthma, students are allowed to self-administer their medication; however, board policy specifically forbids students from self-administering narcotics, prescription painkillers, Ritalin "and others that may be designated by the district or prohibited by state law."

Board policy also states, "Employees may not use, possess, distribute, purchase, sell, or be under the influence of alcohol or illegal chemical substances or lawful drugs being used for an abusive purpose."

Chris Payne, spokesman for Union Public Schools, said the district is still working to determine whether medical marijuana would be allowed on campus.

"Union Public Schools is currently evaluating changes that will be necessary to school board policy in light of the passage of SQ 788 and medical marijuana in Oklahoma," said Payne. "There are implications for the rights of students and employees, so we will be proceeding very cautiously. We have studied the guidelines provided by our law firm, and are not yet ready to make any formal announcement about changes in policy."

Union students are also allowed to self-administer medication. But similar to TPS policy, that district doesn't allow students to self-administer narcotics, prescription painkillers, controlled drugs and "other medication hereafter designated in writing by the district."

Union's policy regarding employee drug use states, "Due to the devastating impact the use of alcohol and illegal chemical substances can have on the safety of students and employees and their adverse effect on an employee's ability to perform his/her job, the Board of Education will not tolerate employees who use, possess, distribute, purchase, sell or are under the influence (as defined in the policy) of alcohol or illegal chemical substances when on duty or while on school property."

The Diocese of Tulsa and Eastern Oklahoma is taking "a wait and see approach," but Jim Pohlman, superintendent, said he is "leaning toward" banning medical marijuana at the Diocese's 13 Catholic schools serving about 4,500 students.

DAILY NEWS

Point of Brew: Be careful when drinking high alcoholic beers

The Democrat

By Michael Lewis, Special to The Democrat

August 28, 2018

I enjoyed a pint of beer at the Owl Brewery on Lake Boulevard the other day. This is a pleasant location and, with owners Joe and Rachel Vida it is a friendly place to let down and enjoy a few brews. The beers are excellent.

However, after I finished my pint, I realized that I had taken in rather more alcohol than was wise. In checking the chalk board from which I selected my tippie I saw the product was scored at almost 8 percent content of alcohol. While this is not quite at the level of alcohol one finds in wines it is going seriously in that direction, and contains more than twice the alcohol one might expect to find in a regular beer from one of the major brewers.

A16-ounce pint containing 8 percent alcohol volume (ABV) delivers 1.28 ounces of pure alcohol. This is roughly equivalent to 3.2 ounces of spirits at 80 proof (40 percent alcohol volume) or two good-measure shots of whiskey vodka or gin. This of course makes the beer very good value on the Buzz per Buck scale, and this is important to some people.

Some year ago I was in the Miskin Arms in Pont-y-Clun (South Wales) with my cousins Ron and Ken who are big beer drinkers. To my amazement they ordered pints of Coors, newly available in the UK at that time, instead of ales from the Brains brewery (Cardiff) that has satisfied their lifetime of beer drinking. I expressed my surprise at this choice whereupon they pointed to the “gravity band” on the beer tap (a statement of strength) that showed that Coors was the strongest beer alcohol-wise for the money.

But the B-per-B scale is not the only scale by which beers may be appreciated. Another scale might be the Delight per Dollar scale on which elegance and grace and balance and refinement might be judged. Now, it is perfectly possible to find those qualities of excellence in a high alcohol beer but in such case one cannot enjoy much beer before falling off the bar stool.

Craft brewers are always ready to make new and astonishing and different and inventive beers that give their consumers a new experience. Some of these beers may employ unusual and often high-risk processes such as spontaneous fermentation; in this case the ambient microbial population of the environment is responsible for the fermentation and for the way the beer turns out. There are some places in the world where this has been done for many centuries and works quite well. But otherwise these beers can be odd and strange and sometimes rather nasty; but for those aficionados who buy them the way the beer was made is authentic of style, interesting and provides them with genuine pleasure.

Nevertheless, this is a part of what I call the extreme beer movement. I do not drink many of these kinds of products but they do appeal to a small but noisy category of drinkers sometimes called “the beer Nazis” for their odd and extreme views; I think high alcohol beers and weird beers in general have been a drag on the overall growth of the craft industry because extreme beers suit too few consumers and turn off too many others who might be attracted to the category to permit an expanding market.

Fortunately, in the last year or so, craft brewers have caught on to the need for more approachable products and, although there is now a downturn in sales that I hope is temporary, we have seen an extraordinary growth in the craft industry in recent years.

The interesting thing about beer is that unlike many other products it is entirely an invention of the brewers mind. Some brewers are trying to make terroir claims that ape the special case that winemakers make for wines from certain credible environments. Part of that claim I am sure resides in the close connection of wineries to the place where their grapes are grown. Brewers source their raw materials from such a wide range of places that it's not easy to make the case for terroir.

When brewers make beer they are in charge of the character of the beer. They choose how much malt and other cereals they use to make up the grain bill. They can then manipulate the mashing process, mainly by temperature choices, to determine how much of the extract is fermentable sugar that makes alcohol and how much is not and doesn't. If they wish, they can then add sugar that is completely fermentable to increase the fermentability (alcohol potential) of the wort.

By choosing malts and occasionally other grains that have been heated more intensely or even roasted, brewers can control the color of beer from yellow to amber to red to brown to black and, in parallel to color, the intensity of beer flavor.

Brewers can choose the amount of bitterness in the beer by the kind and amount of hops used and exactly when those hops are incorporated into the process. For the most part hops are used in the boiling stage, mostly for bitterness, but wonderful hops aromas can accrue by adding hops much later in the process even to finished beer (called “dry hopping”).

Thus, if you like a beer, please thank the brewer who made it; if you dislike a beer blame him.

There is a small fly in the brewers' ointment: as the alcohol content and flavor and color intensity of beer goes up the cost goes up quite a bit, not only because there are more raw materials used that are more expensive, but also because brewing for higher alcohol is less efficient in time and yield. So, to an extent greater than one might expect, the price of a high alcohol beer may be considerably more than a low alcohol beer.

To return to my opening paragraph: drinking beer is about enjoyment, pleasure and relaxation; so drink what you enjoy and adds to that experience. But particularly in a craft beer/brewpub environment make sure you know the alcohol content of the beer in your glass because it can come back and bite you in the ****.

Michael Lewis is a professor emeritus of brewing science at UC Davis, and the academic director and lead instructor of UC Davis.

News From TTB

TTB

August 28, 2018

Greetings! This special edition of the TTB Newsletter corrects an error we made in last week's Newsletter regarding how trade name amendments are filed in Permits Online.

UPDATE ON PERMITS ONLINE AND TRADE NAME AMENDMENTS

In last week's edition of the TTB Newsletter we erroneously reported that we had implemented an update to Permits Online that allowed industry members to submit trade name amendments for auto-approval regardless of whether any other entity amendments were pending.

Unfortunately, at this time Permits Online will not allow you to submit any type of amended entity application, including adding or deleting trade names, if you have any other pending entity amendments.

TTB recognizes the time-sensitive nature of adding trade names, and we are actively researching options to accommodate your needs. We apologize for the confusion we have caused around this issue.

'Mom, we need to talk:' Why teens want parents to talk to them sooner about drugs and alcohol

13 ON YOUR SIDE health reporter Val Lego talks with West Michigan teens about the pressures they feel to use drugs and alcohol, and why they think the discussions about the two should happen sooner and earlier.

ABC 13

Author, Valerie Lego

August 28, 2018

GRAND RAPIDS, Mich. - A new school year means new experiences and new choices for kids. Some of those choices include whether to give in to peer pressure when it comes to drugs and alcohol.

Vicki Kavanaugh with TalkSooner says the organization is committed to helping parents talk sooner with their teens and even their middle schoolers about drugs and alcohol, "Promoting different ways to have those conversations. Different things to do to build strength as a family. And then giving parents facts and resources so they can go with the facts and not the myths and then if there are any needs helping them out in that way too."

A study out of Michigan State University found that choosing to wait to until the age of 21 can reduce the risk of addiction by 90-percent.

13 ON YOUR SIDE health reporter Valerie Lego talks with a group West Michigan teens about the pressures they feel when it comes to drugs and alcohol and why some of them think their parents should be having the discussions sooner, and at an even younger age. (Video)

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