

September 25, 2018

## Control State News

NC: Teens tag North Carolina stores' "alcopop" with red warning stickers

OR: Oregon moves to protect wine from false out-of-state labels

## License State News

FL: Target, Walmart file rule challenge for 'whiskey and Wheaties'

LA: Lawsuit Challenges Ruston Alcohol Election Petition

ND: North Dakota working to reduce alcohol related deaths

NJ: New Jersey alcohol board issues new rules for local breweries

OK: Area distributors worked behind the scenes for months to ensure smooth transition to strong beer and wine sales

## Public Health News

'Trouble Brewing' report highlights steps that governments can take to reduce alcohol-related harms

Preventing underage drinking among youths on rural reservations

## Education News

The Impact of Drinking by College Students in the US

## Daily News

NBWA Leaders Call for Franchise Law Protections

These 12 states are getting hit hardest by Trump's tariffs

Hudson Valley Brewery Teams With IHOP For Pancake Beer

### 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)**

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**Upcoming NABCA Meetings**

**Statistical Data Reports**

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## CONTROL STATE NEWS

### NC: Teens tag North Carolina stores' "alcopop" with red warning stickers

The Takeout

By Kate Bernot

September 24, 2018

It is admirable that some Asheville, North Carolina-area teens want to stay on the straight-and-narrow, choosing not to poison their already confused adolescent brains with alcohol. Good on them. They're concerned, though, that retail stores aren't cracking down as hard as they could on underage kids trying to buy alcohol. So this past weekend, WLOS-13 reports some teens, together with the Partnership For Substance-Free Youth In Buncombe County, visited several local stores where they placed red warning stickers on alcoholic beverages like Mike's Hard Lemonade and Redd's Apple Ale that might not immediately resemble alcohol.

This wasn't a rogue band of straight-edge kids; the event was sanctioned by the county sheriff's office which stated that Project AlcoPop Sticker Shock is intended "remind adults to check IDs, not sell alcohol to minors and not purchase alcohol for minors, and provide a way for youth to remind adults they are key to helping prevent underage drinking." The stickers appear to be the same as those used by various other organizations in underage-drinking-awareness campaigns. Photos posted by Partnership For Substance Free Youth show the teens placing stickers on "alcopop" items like Natty Rush, a fruit-flavored alcoholic beverage whose cans resemble energy drinks or sodas.

The term "alcopop" generally refers to a category the booze industry calls flavored malt beverages, or FMBs. FMBs—hard root beer, wine coolers, hard iced tea, etc.—are considered separate from beer because they derive a substantial portion of their alcohol content from additives. And because of their low price and fruity flavors, public health officials worry these beverages are especially appealing to underage drinkers.

While this seems like an isolated event, I'd imagine that alcohol companies wouldn't be especially stoked about having red warning labels slapped on their products. All alcoholic beverages have since 1988 been required by law to carry a Surgeon General's warning, so the labels on FMBs and "alcopop" are already in compliance. But I imagine it puts the alcohol makers in an odd predicament; come out too strongly against what these wholesome kids are doing, and it would look like they're deliberately marketing these booze-juices to underage teens.

As such, this one-off awareness event isn't likely to draw any comment from alcohol makers. But if it turns into a statewide or national movement, the companies might step in to politely request these kids save their stickers for their Trapper Keepers.

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### OR: Oregon moves to protect wine from false out-of-state labels

The Virginian-Pilot

By Andrew Selsky, Associated Press

September 24, 2018

SALEM, Ore. (AP) — Oregon pinot noir is so popular that some winemakers elsewhere are making false links to the state's viticultural areas for their own wines, and might be breaking the law, experts testified Monday at a hearing at the Capitol.

Rep. David Gomberg said he noticed this was a problem when he saw wine that was made in California labeled as an Oregon coast pinot noir. That variety of grape is not grown on the Oregon coast, said Gomberg, who represents a coastal district in the Oregon House.

Tom Danowski, chief executive officer of the Oregon Winegrowers Association, urged lawmakers to protect Oregon's \$5.6 billion wine industry from false claims.

While winemakers elsewhere can import grapes grown in Oregon for their wines, they need to be careful about making claims, witnesses testified before the House interim committee on economic development and trade.

Producers of wine with "fanciful" names that violate regulations could face up to a \$25,000 fine for each bottle sold in Oregon, witnesses testified.

Cardboard cases carrying pinot noir from California-based Elouan wines refer to three viticultural areas in Oregon — The Willamette, Rogue and Umpqua valleys. But under Oregon rules, three viticultural areas cannot be cited in one wine. If a wine label claims or implies it's from an American Viticultural Area within Oregon, 95 percent of the grapes must be from that appellation of origin, according to the Oregon Wine Board.

"It's an important topic," Gomberg said. "Labelling matters and marketing matters."

Another pinot noir wine made in California, The Willametter, says on its label that it is sourced from the "Territory of Oregon." But the Territory of Oregon fell out of existence when Oregon became a state in 1859.

Witnesses at the hearing said some out-of-state winemakers need to check their maps and history books.

Elouan wines did not immediately return a phone call or email seeking comment. The San Francisco Chronicle, in an article published recently, called the labelling "fanciful."

Joe Wagner, who runs the Elouan and Willametter brands, denied that he violated any statutes, the newspaper reported.

The Oregon Department of Justice has been asked to investigate.

Oregon now has 769 wineries and 1,114 vineyards with an annual statewide economic impact of \$5.61 billion dollars with 30,000 jobs created, Danowski said.

## LICENSE STATE NEWS

### FL: Target, Walmart file rule challenge for 'whiskey and Wheaties'

Florida Politics

By Jim Rosica

September 25, 2018

Target and Walmart are heading to court to get an administrative law judge to give them what Gov. Rick Scott wouldn't: The ability to sell whiskey and Wheaties in the same store.

The big-box retailers late Monday filed an administrative challenge against the state's Division of Alcoholic Beverages And Tobacco (ABT).

At issue: The state's obscure, 24-year-old "Restaurant Rule," which restricts eateries and other businesses that have 'consumption on premises' liquor licenses from selling anything other than items "customarily sold in a restaurant." The plaintiffs say the rule is "not supported by logic or necessary facts."

For over eight decades, Florida law — enacted after Prohibition — has required retailers to sell hard liquor in a separate store, though beer and wine can be sold in grocery aisles.

The current end game is that retailers selling ready-to-eat food, such as Costco, would be able to use consumption on premises licenses normally granted to restaurants to avoid the prohibition on selling booze in the same space as other goods.

(Costco isn't involved in the current case, but has also been fighting the battle. One of its Florida stores was denied a consumption on premises license earlier this year.)

Bills have been filed since 2014 to remove the wall of separation between hard liquor and other items. Last year, legislation barely passed both chambers only to get vetoed by Scott, who said it'd be a job killer for small businesses, many of whom would likely be overwhelmed by big-box stores' superior selling power.

Attorneys for the GrayRobinson law firm, which has represented Costco in Florida, filed the petition challenging the Restaurant Rule on behalf of Target and Walmart, each of which “operate(s) numerous locations in the state of Florida that are licensed as restaurants.”

“In effect, the Rule forecloses (them) from obtaining a consumption on premises license,” the petition says.

ABT’s rule defines items “customarily sold in a restaurant” as only “ready to eat appetizer items, ready to eat salad items, ready to eat entrée items, ready to eat vegetable items, ready to eat fruit items (and) hot or cold beverages.” State law, however, is silent.

In any case, the state “has granted hundreds, if not thousands, of applications for consumption on premises licenses for entities that sell items beyond those identified in the Rule,” the petition says.

“Applications that have been approved include ones for golf country clubs, hotels, casinos, movie theatres, retail stores, sports complexes, bowling alleys, and senior living complexes, among others, all of which, in addition to ready to eat foods and beverages and lottery tickets, sell merchandise like golf clubs, clothing, toiletries, jewelry, fashion accessories, movie tickets, cosmetic products and other items similar to those sold by petitioners.”

Also joining the challenge is the TopGolf “golf entertainment” chain, which has five locations in Florida.

State regulators have “also recently informed TopGolf that its Florida locations, which are licensed for consumption on premises, are prohibited from selling items other than those identified in the Rule, despite the fact that TopGolf has been selling such items since opening each location in Florida,” the petition says.

ABT “was fully aware of such sales at the time it issued the licenses to TopGolf. Yet, the Division has now decided to selectively enforce the Rule against TopGolf and other similar restaurant retailers.”

The case has not yet been assigned to a judge at the Division of Administrative Hearings.

An attorney representing Publix, ABC Fine Wine & Spirits, and the Florida Independent Spirits Association, all of which oppose tearing down the wall, warned regulators at a rule-making workshop earlier this year.

“The purpose of rule-making is to interpret statutes, not to get around laws that a party does not like,” said William Hall of the Jones Walker firm. “The (state) should reject this attempt to use rule-making to usurp the legislative process.”

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### LA: Lawsuit Challenges Ruston Alcohol Election Petition

*A north Louisiana resident has sued to halt a referendum on whether grocery and convenience stores in his city should be allowed to sell wine and drinks with higher alcohol content.*

U.S. News

September 24, 2018

RUSTON, La. (AP) — A Louisiana resident has filed suit to halt a planned referendum on whether grocery and convenience stores in his city should be allowed to sell wine and drinks with higher alcohol content.

A petition needed 2,500 verified signatures to force an election, and the Lincoln Parish Registrar of Voters validated 2,516.

The Ruston Daily Leader reports that Ben Humphries alleges possible irregularities in at least 30 signatures. He also claims some signers were not allowed to withdraw names.

The petition was put forward by a Texas consulting group, largely at the request of the Walmart Corp. and Brookshire Grocery Co. John Hatch of the Hatch Consulting Group says the petition is valid.

Registrar Dianna Stone says she's awaiting word from the state attorney general's office on what to do next.

## ND: North Dakota working to reduce alcohol related deaths

MyNDNow

By Aaron Fields

September 24, 2018

30 percent of alcohol related incidents are fatal in the U-S. Here in North Dakota, it's even higher, at nearly 47 percent according to 24/7 Wall Street.

KX News is Putting North Dakota First by seeing what's being done to improve alcohol use in the state.

North Dakota is also the number one state in America for binge drinking.

Assistant Director of the Behavioral Health Division, Laura Anderson, says the statistics are high but they have been initiating programs to lower these numbers. Their goal is to create more talk between parents and children by giving them tools to stop underage drinking and substance abuse at a young age. Anderson says they have been applying the resources to do so.

"We fund 20 local public health units across the state and 4 tribes to implement prevention strategies targeting alcohol either underage drinking or adult binge drinking," says Anderson.

Anderson says the programs have seen strong results for underage drinkers but not as much for adults.

That's an area they continue to educate the public on.

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## NJ: New Jersey alcohol board issues new rules for local breweries

News 12 New Jersey

September 24, 2018

Raritan Bay Brewing owner Jeff Benfer says that his brewery will often hold yoga sessions.

"We get about 20 people to come out. They enjoy a good stretch with one of the local yoga studios that come out and puts on the class and then they come downstairs and enjoy some beer," he says.

Benfer says he is worried about what these new rules will mean.

Another restriction limits the amount of outside events a brewery can take part of, and another limits what type of literature can be inside the brewery.

"We have menus for four different local restaurants. People ordering to get food delivered here and they enjoy some food and I think it's a little crazy to say that no, you can't have even menus for restaurants in our brewery," Benfer says.

But not all local breweries are against the restrictions. The owners of Belford Brewing Company issued a statement saying that they support the ruling and it will help smaller breweries like theirs by leveling the playing field.

Benfer says that the new restrictions do not only impact breweries.

"We try to incorporate the town and the community into what we do here and give back and this will hurt us in that regard," he says. "Not only from a business perspective but from a community perspective."

Benfer says that he plans to talk to his local legislators to see if any of the restrictions can be changed.

## OK: Area distributors worked behind the scenes for months to ensure smooth transition to strong beer and wine sales

Tulsa World

By Mike Averill

September 24, 2018

For customers, the transition to strong beer and wine sales at grocery and convenience stores throughout the state on Oct. 1 should be seamless.

Other than having more options of what to buy and where to make those purchases, not much is changing on the business end for the consumer.

Local distributors on the other hand have been working diligently for months to make the crossover as smooth as possible for retailers and consumers alike.

LDF Sales & Distributing delivers 34 different brands of beer, including Miller and Coors and four Tulsa-area breweries, to 27 counties in Oklahoma.

The company will sell more than 4.2 million cases of beer next year, said James Wilkins, general manager. For reference, the average beer distributor across the country sells about 2.5 million cases annually.

Staff at LDF started planning for the change more than a year ago by looking at what brands it would bring in and developing a timeline for getting out of 3.2 beer and into strong beer.

### Stocking shelves

LDF has more than 60 employees out resetting shelves at area retailers in preparation of the rollout.

It is already delivering strong beer to Walmart stores, and QuikTrips are getting stocked next week. Those supplies are being shrink wrapped and kept in storage until midnight on Oct. 1.

“One of the biggest challenges we had was figuring out how to make sure everyone has strong beer starting Oct. 1,” Wilkins said. “Every retailer is going to want strong beer day 1.”

On Oct. 1, LDF will have 140 people starting at midnight to fill the shelves at 387 stores.

“That’s a huge task,” Wilkins said. “Everything we planned has fallen into place according to our timeline. If we had not started on this so far out, we would not be where we are today.”

The Oklahoma Beer Alliance is a pro-business organization promoting common sense alcohol laws in the state.

The alliance represents all the Anheuser-Busch distributors in Oklahoma as well as the state’s Anheuser-Busch brewery.

“Our warehouses have seen increases in employees and truck deliveries to accommodate,” said Lisette Barnes, president of the Oklahoma Beer Alliance.

Anheuser-Busch is bringing in about 30 new brands into the state, and distributors will be dealing with about 400 new SKU identification codes.

The Oklahoma Beer Alliance has held several retail beer summits to help retailers understand what new products are coming in and what the changes will mean for customers.

### Changing rules

There were also several meetings held with wholesalers to talk about implementing the changeover and discussing new rules for the industry.

“This has been quite an education process for wholesalers and our retail partners,” Barnes said.

Barnes said the alliance has been working with retailers in advance of the transition to make sure they are aware of all of the restrictions and are on track to get their new licenses from the Oklahoma Alcoholic Beverage Laws Enforcement Commission.

“We found out a few months ago that an alarmingly low amount of retailers have their license from ABLE. So we ramped up a campaign to inform our 3.2 partners about the need to get that process going,” she said. “As we go out and deliver beer, we are giving them the information they need to get a license.”

Under the current system, sellers of 3.2 beer were licensed and regulated by the Oklahoma Tax Commission. Those stores will now be under ABLE oversight.

“That’s a big step for everyone,” Barnes said. “Part of the breakdown there is that I’m not sure if smaller mom-and-pop retailers knew about that change in oversight.”

One of the benefits of the new regulatory rules and oversight is that there was previously no uniform quality control when it came to strong beer, Barnes said.

“We saw a lot of brands unwilling to enter the market because there was no refrigeration,” she said. “Now all beer can have a designated distributor, and we are going to see better quality control.”

### **Different styles and looks**

One of the biggest changes that distributors are expecting is an increase in single-serving sales.

“Single serve will now become a huge piece for all of our retailers — mainly because in 3.2, there was minimal selection,” Carnley said.

For example, a store like QuikTrip might currently have a door of singles and 25 varieties to choose from. With strong beer, there will now be more than 100 options.

In Texas, single-serving sales represent about 65 percent of total units sold and 35 percent of volume sold.

“That’s totally different than what it is today. Now liquor stores will also be able to sell those single servings, as well,” Carnley said. “That brings a whole different approach.”

### **Goodbye 3.2**

Oklahoma made up 58 percent of 3.2 sales nationally.

Switching out 3.2 beer is being done in phases so that distributors and retailers will be out of low-point beer and fully stocked with strong beer come Oct. 1.

On Labor Day weekend LDF brought more than 120,000 cases of full-strength Miller and Coors products into its warehouse. That’s 60 trucks full of beer. That weekend also saw them bringing in another 100,000 cases of imports.

Colorado, Kansas, Utah and Minnesota are the only other states that sell low-point beer, but that will be quickly dwindling to two.

Colorado will eliminate it in January and Kansas in April. That will leave Utah and Minnesota; the latter consumes about 4 percent of the 3.2 beer, and Utah consumes about 20 percent of the product.

### **New employees, new partners**

Jarboe Sales Co., one of the oldest liquor distributors in the state, is making a number of changes — both organizational and operational — in concurrence with the changeover.

The Tulsa-based company is expanding its sales territory from two-thirds of the state to all of Oklahoma. The company has hired about 75 new employees, including sales staff and drivers, to handle the increased market, according to J.B. Jarboe II.

## PUBLIC HEALTH NEWS

**‘Trouble Brewing’ report highlights steps that governments can take to reduce alcohol-related harms**  
*Countries engaged in the UN General Assembly’s High-Level Meeting on NCDs are urged to enact lifesaving policies*

News Medical and Life Sciences

September 25, 2018

Alcohol is a leading contributor to death and disability worldwide, but governments haven’t responded to the issue with the attention, resources and action this urgent issue requires, says “Trouble Brewing,” a new report from global health and development organizations, Vital Strategies, the NCD Alliance, IOGT International and the Global Alcohol Policy Alliance (GAPA). The report debunks misconceptions about alcohol use, exposes industry tactics to market to youth and women and derail regulation, and emphasizes the urgency of implementing proven, evidence-based policies.

An estimated 3 million people die every year as a result of alcohol consumption, according to the 2018 Global Status Report on Alcohol and Health released by the World Health Organization this month. Alcohol is a leading risk factor for premature death and disability among people between the ages of 15 and 49.

“Governments have the opportunity to prevent millions of deaths from harmful alcohol use every year,” said Dr. Adam Karpati, Senior Vice President, Public Health Programs at the global health organization, Vital Strategies. “‘Trouble Brewing’ highlights actionable steps that governments and the global health community can take to reduce alcohol’s social, health and economic harms. We hope this report empowers civil society from across health and development sectors to advocate to governments to adopt these proven measures.”

The report lays out the burden of the harmful use of alcohol, identifies the most important interventions governments can take, and describes the influence and threats to alcohol policy that come from the alcohol industry.

- Globally, the harmful use of alcohol is the fifth leading risk factor for premature death and disability and among the top risk factors for noncommunicable diseases (NCDs) such as cancer and cardiovascular disease. Alcohol use also increases susceptibility to communicable diseases such as tuberculosis and HIV/AIDS and contributes to suicide.
- Alcohol doesn’t only harm the person who consumes alcohol: it plays a significant role in violent incidents including homicide and sexual violence and studies show that drink driving increases the risk of a fatal road crash up to 17 times.
- The report highlights the most cost-effective strategies for reducing alcohol-related harms, which are included in the WHO “Best Buys” recommendations for prevention and control of noncommunicable diseases:
  - Increasing excise taxes on alcoholic beverages to reduce affordability
  - Regulating the availability of alcohol – how, when, and to whom it is sold
  - Restricting exposure to alcohol advertising.
- A barrier to strong alcohol policies has been misperceptions around the health benefits of moderate alcohol consumption. The most recent and rigorous analysis of the evidence showed that there is no net health benefit from any level of alcohol consumption.

“Alcohol use is increasing most noticeably in countries where marketing and use of commercially produced alcohol is expanding,” said Rebecca Perl, lead author of “Trouble Brewing” and Vice President of Partnerships and Initiatives at Vital Strategies. “The industry is targeting young people and women to increase sales, and effectively avoiding regulation by adopting largely ineffective, voluntary guidelines. Their playbook takes a page from the tobacco industry and requires a comparable policy response to protect youth and help save lives.”



"Alcohol can be toxic, carcinogenic and addictive," said Katie Dain, Chief Executive Officer of the NCD Alliance. "It causes and perpetuates harm to those who drink alcohol and those around them, particularly children impacted by the alcohol use of others. As long as governments are failing to act to reduce the harm caused by alcohol, their people, economy and public services will continue to suffer and bear the high cost unnecessarily. We encourage advocates to use 'Trouble Brewing' to engage with a wide range of stakeholders to build support for policy action that will also help governments make progress toward the Sustainable Development Goals."

"Alcohol causes seven types of cancer, but only very few people know about this. Alcohol is a major obstacle to sustainable development, adversely affecting 13 of 17 SDGs," said Kristina Sperkova, International President of IOGT International. "'Trouble Brewing' clearly shows the social justice dimension of alcohol-related harm and how we can build a better world for all by curbing Big Alcohol and implementing high-impact, cost-effective and evidence-based best buy alcohol policy solutions."

"We see that alcohol markets in the West are saturated and alcohol producers are looking for new markets in low- and middle-income countries," said Øystein Bakke, Secretary of the Global Alcohol Policy Alliance. "These markets, with a young population and growing economies, often lack the regulatory framework necessary to check a trajectory of increasing alcohol consumption. 'Trouble Brewing' is making the case for effective alcohol control policies today to prevent the potential for rising alcohol use and its harmful effects in the future."

"Trouble Brewing" is being launched in advance of the third UN High-Level Meeting on NCDs. It has been written to provoke discussion and prompt action to reduce the societal harms of alcohol use and to serve as a resource for a wide range of advocates supporting WHO's work to reduce the global burden of preventable diseases.

Source: <http://www.vitalstrategies.org/press/trouble-brewing-four-major-global-health-organizations-warn-that-countries-are-ignoring-the-harms-of-alcohol-consumption/>

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## Preventing underage drinking among youths on rural reservations

Medical Xpress

Pacific Institute for Research and Evaluation

September 24, 2018

Underage drinking is a concern all over the country. Among American Indian and Alaska Native populations, there are especially serious issues: alcohol use and heavy drinking at an early age increase risks for lifetime alcohol problems, and American Indians and Native Alaskans have reported younger onsets than other groups.

A recent study by the Prevention Research Center of the Pacific Institute for Research and Evaluation, the Scripps Research Institute, and the Southern California Tribal Health Center, evaluated the effects of combined individual- and community-level interventions to reduce underage drinking by American Indian/Alaska Native youths on rural California Indian reservations. The study was funded by the National Institute on Alcohol Abuse and Alcoholism.

Eligible youths between 13 and 20 were randomly assigned to receive brief motivational interviewing or psychoeducation. Motivational interviewing is a widely researched technique that uses a non-confrontational approach to encourage individuals to change unhealthy behaviors, in this case drinking alcohol.

The clinic therapists who delivered this part of the program used a culturally-tailored approach tested with diverse American Indian groups. The psychoeducation program consisted of watching 2 DVDs on the consequences of drinking and dangers of binge drinking, assisted by the therapist. Both conditions lasted 1.5 hours and took place either individually or in groups.

The community-level program focused on reducing underage access to alcohol and reinforcing community norms against providing alcohol to youths. The researchers implemented a "recognition and reminder" program to reduce sales to minors. In recognition and reminder programs, apparent minors (i.e., volunteers 21 years or older,

but judged to look younger) visited stores and tried to buy alcoholic beverages. Project staff rewarded clerks who asked for age identification (with gift cards and congratulatory letters) or reminded clerks who did not request identification of underage sales laws.

These programs have been found to reduce alcohol sales to minors.

The researchers also implemented an outreach program to raise community awareness about the risks of underage substance use and to mobilize support for the interventions.

Project staff developed informational materials on underage alcohol use for distribution to youths, parents, Tribal leaders, and health clinic professionals. Outreach staff from local communities presented these materials and discussed alcohol-related risks and alcohol-free strategies with youths and parents at health fairs, pow-wows, and cultural gatherings. Staff also gave age-appropriate presentations at the after-school programs of each Tribe, a reservation charter school, Tribal councils, and other meetings.

To test the effects of these strategies, the researchers compared 7 waves of California Healthy Kids Survey data (2002-2015) for 9th and 11th-grade American Indian and non-Indian students in intervention area schools with California American Indian students outside the intervention area.

Reports of drinking frequency declined among students who were current drinkers in the intervention group relative to comparison groups. Heavy drinking frequency among current drinkers also declined in the intervention group relative to the comparison groups.

Follow-up with the students who received both the motivational interviews and the psychoeducation showed significant reductions in drinking and problem behaviors over time, although there were no significant differences between the two approaches.

Study authors concluded that this type of multi-level approach—including both individual interventions and community participation—can reduce the frequency of underage drinking and reduce the frequency of heavy drinking among young American Indians.

Lead study author Roland Moore stated, "American Indian Tribes place a high value on the current and future well-being of their children. Their well-being is threatened by early alcohol involvement. We are pleased to be able to suggest this combination of approaches to help protect American Indian and Alaska Native youth."

Explore further: Study finds effective interventions to prevent alcohol use among American Indian and rural youth

More information: Roland S. Moore et al. Prevention of Underage Drinking on California Indian Reservations Using Individual- and Community-Level Approaches, *American Journal of Public Health* (2018). DOI: 10.2105/AJPH.2018.304447

Journal reference: *American Journal of Public Health*

Provided by: Pacific Institute for Research and Evaluation

## EDUCATION NEWS

### The Impact of Drinking by College Students in the US

Addiction Now

By Robert B. Hayek

September 24, 2018

Drinking in college in the U.S. has fluctuated over the years but remains steady, according to a survey — Monitoring the Future, by the Institute for Social Research, University of Michigan — published in July.

The survey revealed that 79.1 percent of college students reported drinking alcohol in 2017 in comparison to 81.3 in 2016. College students had a stronger occurrence of binge drinking at 33 percent than peers who were not in

college at 28 percent. More college students reported being drunk over the last month (35 percent) compared to non-college students (30 percent).

Binge drinking increased as students grew older; 22 percent of 19 to 20 year old reported having five or more drinks in the last two weeks in contrast to 40 percent of 21 to 22 year olds.

In 2018, the University of Delaware (UD) conducted a Binge Drinking and Other Risk Behaviors Among College Students with 1,110 students and found that alcohol was the most used substance on campus, with 76 percent stating that they had drunk over the last month.

Binge drinking in the past month was reported by 52 percent of students (58 percent of them male) while 91 percent of seniors stated that they had drunk alcohol in the last month. In addition, 67 percent of 18 year olds said they drank; 74 percent of 19 year olds expressed drinking, and 69 percent of 20 year olds revealed that they had drunk over the last month.

College drinking has been perpetuated by pop culture, including movies like “Van Wilder” that promote the idea that binge drinking is fun.

The U.S. Centers for Disease Control and Prevention (CDC) found that nearly 25 percent of people who binge drink are between 18 to 24 and that it is more common among men than women.

The CDC also found that 11 percent of the drinking done in the U.S. was consumed by people between the ages of 12 and 20, with over 90 percent of that this being consumed as binge drinks. Underage drinkers average more drinks during social occasions than adults aged 21 or over. There were about 190,000 emergency room visits associated with alcohol abuse in 2013.

The rational part of a person’s brain — the prefrontal cortex — does not fully form until they are 25 years old, according to the University of Rochester Medical Center. The prefrontal cortex regulates long-term cognitive behavior, decision making and social behaviors. Unlike adults, the emotional and decision-making part of a teenager’s brain is still developing. Because of this, teenagers often will react emotionally when confronted with a difficult situation while under the influence of alcohol.

The CDC estimates that youths who drink alcohol are more likely to experience problems in school or encounter social problems. Students who drink are also more likely to fall into legal problems such as being arrested for causing harm to someone while under the influence of alcohol. Hangovers and illnesses affected underage drinkers, whose bodies were not accustomed to the effects of alcohol.

Drinking can lead to unsolicited, unintended and unprotected sex. This could cause a large disruption in the natural growth and development of a student. The threat of physical and sexual assault also increases when underage drinking is involved.

Approximately 97,000 students between the ages of 18 and 24 stated that they had undergone some form of sexual assault that involved alcohol, according to information posted by the National Institute on Alcohol Abuse and Alcoholism.

Sexting while drinking has become problematic, according to research conducted by Dr. Allyson Dir of Indiana University School of Medicine. Her study, published in *Addiction Research and Theory*, highlighted that sexting had accelerated the link between drinking and sexual assault. It suggested that sexting while intoxicated may increase the chance of college women being sexually assaulted.

Student alcohol use may also result vehicular accidents. According to the National Highway Traffic Safety Administration’s National Center for Statistics and Analysis, there were 10,497 traffic fatalities across the U.S. involving people under the influence of alcohol in 2016. Of the drivers who caused fatal car accidents involving alcohol, 15 percent were between the ages of 16 and 20 and 26 percent were between the ages of 21 and 24.

Although there is no singular approach to preventing student alcohol abuse, many government and educational institutions have attempted to implement more effective measures.

The National Institutes of Health published a report detailing ways to prevent college drinking. Researchers stress that a healthy campus environment is vital. In addition, having officers enforce drinking laws on college campuses can potentially limit the possibility of injuries associated with alcohol use. Reversing the cultural norm that has made it acceptable to binge drink may help college students recognize drinking's negative connotations and amend their behavior.

The report stressed the need to manage program implementation effectively and prevention techniques that have had success in the past. A strategic outcome-driven method must be implemented to address the needs of each university, the authors added.

College students with alcohol use disorders can also benefit from resources such as collegiate recovery programs. These programs provide an environment where students can feel comfortable seeking the assistance that they need.

Other solutions have been suggested in an environmental strategy report by the Pacific Institute for Research and Evaluation. One suggestion includes raising the price of alcohol to make it more difficult for students to purchase as well as enforcing the age restrictions. The report also stresses ensuring that anyone that handles alcohol as well as anyone in law enforcement is trained to recognize when a minor is attempting to handle liquor.

The report highlights the need to reduce alcohol venues located near schools in an effort to deter drinking. The plan also calls for altering the attitude on drinking on campus. Another proposal includes adding more Friday classes to limit the potential of Thursday night parties. Sober parties are being suggested as an alternative as a way to give students a chance to socialize without the pressures to drink.

Not allowing financial assistance from alcohol companies is emphasized as another option to avoid drinking on campus. Monitoring sporting events is underscored as a way of limiting drinking at tailgate events.

Recently, some universities like UCLA have implemented an alcohol policy that discourages drinking by students and educated staffers to have the ability to decipher who they are selling to.

It also goes further in rejecting social content that promotes drinking as a way to achieve success. The policy also entails encouraging students who have been drinking to seek help should they be caught drinking on school grounds.

Other schools like the University of Northern Florida (UNF) have completely banned the sale of alcohol in parking lots, parking garages and select areas on campus. UNF has also begun implementing the advertising of nonalcoholic beverages as an alternative to its alcoholic content.

Some schools like Davis and Elkins have banned hard liquor completely or barred the use of games that encourage binge drinking while allowing alcohol at functions to groups that have shown that they are responsible.

UD has a policy that allows resident hall students to know if any unauthorized alcohol is being possessed or consumed in the dormitories. The restrictions also limit guests who are of age from drinking in the presence of minors.

## DAILY NEWS

### NBWA Leaders Call for Franchise Law Protections

Brewbound

By Justin Kendall

September 24, 2018

Under the specter of Constellation Brands potentially forcing additional sales of its distribution rights in California, leaders from the National Beer Wholesalers Association stressed the importance of protecting state franchise laws to thousands of wholesalers and industry professionals attending the trade association's annual convention in San Diego.

NBWA chairman Jim Matesich, without naming Constellation Brands, pointed to trade press headlines from June when the beverage alcohol company forced Markstein Beverage Co. to sell its distribution rights in northern San Diego County to Reyes Beverage Group.

“Terminations without cause, particularly of distributors that took risks and helped build those brands create distrust in trading partners,” he said.

NBWA president and CEO Craig Purser added that beer companies that terminate “highly performing distributors without cause” lead to “distrust and hurt the entire beer category.”

“Supplier terminations negatively impact the industry and call into question the mutual loyalty that’s been generated by years of investment in each other,” he said. “These type of supplier actions take focus away from building beer brands and investing in the category.”

Matesich also alluded to a story, published by Beer Business Daily earlier this month, that cited an unnamed source with knowledge of a possible distribution shakeup in three Southern California territories. According to the source, Constellation Brands is in the process of severing its contracts with Ace Beverage, Triangle Distributing and Beauchamp Distributing Co., and attempting to force those companies to sell the rights to distribute Constellation Brands’ beer products to Reyes.

“Ladies and gentleman, if you’ve read any news about our industry this month, you’ll understand exactly why franchise laws matter,” he said.

In order to protect franchise laws — which brewers have long-claimed lock their companies into nearly unbreakable relationships with distributors in some states — Matesich said wholesalers must stay active in their state trade associations. Additionally, he said the NBWA, which boasts one of the most well-funded and powerful political action committees in the nation, would continue to support state associations’ efforts to fight back against franchise law reform efforts.

Contentious battles over franchise laws continue to play out in statehouses across the country, including Massachusetts, Maryland, Vermont and other states. Protecting those laws and other regulations are “more important than ever,” Purser said.

“They promote competition by allowing independent distributors to take risks and invest in new products, but these laws are under attack in the statehouse and the courthouse,” he said.

According to Matesich, another threat to the three-tier distribution system is the growth of brewery taprooms. Last year, 2.7 million barrels of beer were sold directly to consumers, according to data from the Brewers Association.

Matesich said he wasn’t speaking of tasting rooms but brewery-owned taprooms that act as “standalone bars” with “little or no brewing capacity.”

“These retail outlets hurt our traditional on-premise accounts and are creating a modern day tied house,” he said.

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## These 12 states are getting hit hardest by Trump’s tariffs

AOL.

By Karen Doyle

September 24, 2018

- The Trump administration’s tariffs on imports have moved other countries to retaliate with tariffs on American exports.
- California and Texas are among the states that are getting hit the hardest by tariffs from China and other countries.
- Some states, on the other hand, could benefit from tariffs on goods from China and other countries.

Trade tensions between the U.S. and China, Canada and other countries have brought attention to the products the U.S. imports and exports. But which states are most affected by the tariffs?

California, Texas, Michigan and Illinois have some of the largest ports in the U.S., and they benefit the most from foreign trade. Many other states also have significant exports to other countries. It will be more expensive to export to the countries that tax U.S. goods, so these states will be hit hard.

California and Texas: Over \$3B in Exports

California and Texas each export over \$3 billion worth of products that are exposed to tariffs, according to the Census Bureau and research from Citi, Business Insider reported. These products include food, beverages, alcohol, iron, steel, aluminum, consumer goods and more.

Ohio and Illinois: Over \$2B in Exports

Ohio exports about \$2.75 billion worth of products — largely iron and steel and consumer goods — that will be impacted by tariffs. Illinois, which produces iron and steel, food, and consumer goods, will face tariffs on just over \$2 billion in exports.

8 States With \$1B to \$2B in Exports

States that export between \$1 billion and \$2 billion in products that will be subject to tariffs include:

- Alabama (iron and steel)
- Michigan (iron and steel)
- New York (aluminum)
- North Carolina (consumer goods)
- Pennsylvania (iron and steel)
- Tennessee (alcohol, beverages and luxury goods)
- Washington (food)
- Wisconsin (consumer goods)

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## Hudson Valley Brewery Teams With IHOP For Pancake Beer

WPDH

BORIS

September 25, 2018

A local brewery is responsible for a beer that's making waves on social media today.

IHOP announced this week that they are releasing their own beer called IHOPS. The beer, a Pumpkin Pancake American Stout, was brewed by Keegan Ales in Kingston. According to IHOP, the beer actually tastes like pumpkin pancakes and syrup. The goal of the beer is to "blow your mouth's mind by bottling that warm-and-fuzzy feeling of pancakes just in time for fall."

The beer is causing a stir online, with people both intrigued and disgusted by the thought of a pumpkin pancake beer. This word-of-mouth advertising is most likely the reason IHOP decided to collaborate with Keegan Ales. Earlier this year, the pancake restaurant changed their name to IHOB. It turned out to be a publicity stunt to promote their menu of burgers. But now, we assume, the "B" could stand for "Beer."

Most of the country, however, won't even be able to taste IHOPS. Sadly, the beer will not be available at any of IHOP's restaurants, and only 20 barrels have been produced. The beer will be put in kegs and bottles and shipped out to select bars, stores and beer festivals in the tri-state area.

Luckily, since IHOPS was born right here in the Hudson Valley, it will be available at a few local spots. According to the IHOP website, you'll be able to pick up the pancake beer starting this week at only a few Hudson Valley locations while supplies last:

- Half Time in Poughkeepsie
- Beer World in Kingston, Monticello and New Windsor
- The Anchor in Kingston
- Grand Cru in Rhinebeck
- 125Fifty in Newburgh
- Bacchus in New Paltz
- Rough Draft in Kingston
- The Warehouse in Newburgh

IHOPS will also be available at local festivals including the O+ Festival in Kingston, the Mohonk Mountain Expo, Brew U Beer Festival in Hyde Park and the Bethel Woods Craft Beer Festival.

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