CONTROL STATE NEWS

NC: North Carolina Sen. Rick Gunn won’t seek reelection in 2020

SFGate
November 20, 2019
RALEIGH, N.C. (AP) — A five-term North Carolina state legislator known for advancing legislation that benefits the alcohol and restaurant industries and other business interests won’t seek reelection next year.

Republican Sen. Rick Gunn of Alamance County made the announcement on Wednesday. Candidate filing for 2020 legislative elections begins in less than two weeks.

Gunn says he’s stepping down because he wants to fulfill a longtime goal of working with his two sons in a joint business venture.

The 61-year-old Gunn joined the Senate in 2011 and is now a chairman of the commerce and insurance committee. He’s worked to ease alcoholic beverage control laws to help the state’s distilleries grow. Gunn may be best known for helping pass a 2017 measure that lets counties allow alcohol sales at 10 a.m., instead of noon.

During a Monday meeting of the Newton Grove Board of Commissioners, Charles Tart Jr., chairman of the Newton Grove ABC Board, made a request for upgrades from working capital funds for new shelves which will allow 80 to 100 more cases in the store.

“There’s so many varieties of new stuff coming out right now, we just don’t have the shelf space,” Tart said. “We got a lot in the back and we can’t put it out because we don’t have anywhere to put it.”

The ABC board distributed $10,000 to the town between July 2018 and June 2019. After completion of an audit, the board was notified that the working capital was $19,000 more than the maximum amount allowed. Auditors suggested that the town set aside the money in an escrow-type of account until the board raises enough money saved up for improvements.

The estimate cost of shelving is about $30,000 to $35,000 and that total does not include a cost for flooring, which will probably check for asbestos before plans move forward.

“It’ll probably be three or four years before we get enough money,” Tart said. “We need to flooring before we do the shelves.”

After receiving legal advice from town attorney Lew Starling, the board made a vote to receive the funding and keep it separate from other funds in the accounting books for future use. The decision is pending official approval from the town’s accountant.

Along with shelves and floor, the board would also like to install new counters for products. Tart said it may cost between $50,000 and $60,000 before it’s all said and done, although official estimates were not presented. For the work, the board reached out to
Display Options, Inc. and Design Plus Store Fixtures — suggestions from the North Carolina ABC Commission.

Newton Grove’s ABC operates under the state’s ABC Commission, an independent state agency of the N.C. Department of Public Safety, which reports to the Governor’s Office. It provides control over the sale, purchase, transportation, manufacturing, consumption and possession of alcoholic beverages.

PD earns grant funding

During a Monday meeting, Chief Greg Warren reported that the department is receiving $35,000 in 2020 from the Governor’s Crime Commission Equipment Grant.

“It’s a great amount for the first time,” Warren said. “I’m really tickled.”

Funds will be used to purchase needs such as radios and bulletproof vests for auxiliary officers. Warren is also seeking additional grant funding to improve the department with more equipment.

INTERNATIONAL NEWS

United Kingdom: Twice As Many Baby-Boomer Men Admitted To Hospital For Alcohol-Related

Issues Than Millennials

Men in this age category are most likely to exceed the government’s recommendation of 14 units per week

Independent
By Joanna Whitehead
November 21, 2019

Twice as many baby-boomer men are being admitted to hospitals for alcohol-related conditions as millennials.

New statistics shared by the Information Services Division Scotland (part of NHS Scotland) for the year 2018/19 reveal that there were 1,625 admissions per 100,000 men aged 55 to 64.

This is compared with around half that amount for millennial men aged between 25 and 34.

Reasons for admission included acute intoxication, long-term alcohol dependence and liver disease.

Male “boomers” – the name for those born roughly between 1946 and 1964 – are the group most likely to exceed the government’s recommendation of 14 units per week.

The figures show that people living in the most deprived areas were six times more likely to be admitted to hospital for an alcohol-related issue, with Scotland’s heaviest drinkers tending to consume it at home.

Men are also two and half times more likely than women to be admitted to hospital for alcohol-related conditions (971 per 100,000 population compared to 377), with men comprising 70 per cent of hospital admissions over the past year.

Of those women, the age group with the highest rate of alcohol-related admissions was between 45 and 54 years old.

The conditions most commonly recorded for alcohol-related hospital admissions fell within the category of ‘mental and behavioural disorders due to the use of alcohol’.

This includes acute intoxication, harmful use of alcohol and also includes conditions associated with longer term alcohol misuse, such as alcohol dependency and withdrawal.

This isn’t the first time millennials have been shown to consume lower levels of alcohol than other age groups.

A 2017 report revealed the average millennial consumes just five units of alcohol a week, which equates to about two small glasses of wine or two pints of beer.

While 70 per cent of millennials polled were more likely to brag about how long it’s been since they last drank alcohol than how much they last drank, with only one in ten finding getting drunk “cool”, instead perceiving it to be “pathetic”, “embarrassing” or even “belonging to an older generation”.

And, data from this year’s Crime Survey showed that people over the age of 50 were more likely to drink and drive than millennials.

Jennifer Walters, a spokesperson for Drinkaware, told The Independent: “From our own research, we know that older men in the UK are more likely to drink more alcohol, and drink it more often.

“Older men are also disproportionately represented in a group we have identified as ‘high risk’. They make up 70 percent of this group, meaning that
literally millions of men are at risk of damaging their health in the long-term unless they cut down.

“Drinkaware is clear with our advice to help keep your risk of health harms low. When drinking, keep track and stay within the Chief Medical Officers’ low risk drinking guidelines, which recommend drinking not more than 14 units of alcohol per week, spread over three or more days.”

And Andrew Misell, director of Alcohol Change UK in Wales, agreed: “These figures reflect the reality that thousands of older drinkers are being hospitalised every year as a result of years of heavy drinking, and many are dying.

"Their drinking habits might not be the kind we associate with ‘alcohol problems’; it might mean having half a bottle of wine or more each evening with your partner, or working a few beers each day into your routine. It’s vital that we all keep track of our drinking as it can creep up on us, and even seem normal among our friendship group.”

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**PUBLIC HEALTH NEWS**

Parental permissibility for alcohol associated with risky drinking in adolescence

News Medical Life and Sciences
Reviewed by James Ives, M.Psych. (Editor)
November 20, 2019

Many parents permit their adolescent children to drink alcohol, believing this helps teach them responsible use and avoids the appeal of ‘forbidden fruit’. In research studies, greater parental permissibility for alcohol has been linked to earlier and heavier drinking in adolescence. However, it is not clear whether parents allowing adolescents to drink is itself to blame, or if this kind of permissibility is simply a marker for other factors (relating to the family, parents or child) that increase the risk of problem alcohol use among adolescents. For example, parents' own heavy drinking, family sociodemographics, and adolescents' friends' use of alcohol can all affect the likelihood of alcohol misuse among adolescents, and each of these risk factors might also be underlying causes of parents allowing drinking.

In a new report published in the journal Alcoholism: Clinical & Experimental Research, researchers from Pennsylvania State University have used intergenerational data from a contemporary UK study to examine whether parents allowing adolescents to drink is itself associated with risky drinking in adolescence, beyond other such risk factors.

The Millennium Cohort Study (MCS) has collected data from over eleven thousand parents and children from infancy through to 14 years, using regular interviews. Children were asked questions about their alcohol use when they were aged 11 and 14 years; the data showed that by age 14, half had drunk more than a few sips of alcohol, around 10% had drunk heavily, and 3% had drunk heavily at least 3 times in the past year. Seven percent had made a rapid transition to heavy drinking, defined as escalating to having at least five drinks at a time, within a year of having their first drink.

Parents of 14-year olds were asked if they permitted their child to use alcohol, with about 16% of parents indicating that they did allow this. Using a series of statistical analyses, the researchers found that these teenagers faced an elevated risk of heavy alcohol use at age 14, even after accounting for a large host of other risk factors measured earlier when children were age 11. Specifically, children who were permitted to drink alcohol had over twice the odds of engaging in heavy or frequent heavy drinking by age 14, and almost double the risk of a rapid transition to heavy drinking, than those whose parents did not permit alcohol use.

These findings do not support the idea that allowing children to drink alcohol inoculates them against alcohol misuse, and will help to target prevention and screening efforts to reduce underage drinking. However, the researchers note that because adolescent heavy drinking and parental permissiveness about alcohol were measured at the same point in the survey (at around age 14), the findings represent an association rather than cause and effect; further research will be needed to establish whether parental permissiveness leads to adolescent heavy drinking, or whether adolescent drinking over time leads parents to become more permissive.

Source: Research Society on Alcoholism

Download PDF Copy
Eight CDC Health Tips for a Safe and Healthy Holiday
Preventing for the holiday season makes the experience more enjoyable

News Release
News Provided By Centers for Disease Control and Prevention (CDC)
November 20, 2019

ATLANTA, Nov. 20, 2019 /PRNewswire/ -- The holidays are a great opportunity to enjoy time with family and friends, to celebrate life, to be grateful, and to reflect on what's important. They are also a time to appreciate — and safeguard — the gift of health.

"The holiday season is a time to reflect on family and friends, but don't forget to take time to care for yourself," said CDC Director Robert R. Redfield. "We wish you a healthy and happy New Year, and send along some reminders on how best to keep you and your family well this winter."

Here are some holiday tips to support your efforts for health and safety during the season.

Eat Healthy and Be Active

It can be challenging to eat healthy and stay active during the holidays. Healthy eating is all about balance and moderation. Holiday parties and big family meals may tempt us away from our healthy eating habits. Allow yourself to have your favorite foods, but stick to smaller servings and balance them with healthier options. Choose fresh fruit as a festive and sweet substitute for candy. Limit fats, salt, and sugary foods and drinks.

Staying active can help you keep a healthy weight during the holiday season. Look for opportunities to work physical activities into your holiday: Go for a stroll after a family meal, take a walk at the mall, or dance to your favorite holiday music. Aim to get at least 150 minutes a week of physical activity. For example, that could be at least 20 minutes a day or 30 minutes five days a week. It's important to move more and sit less.

Get your Flu Vaccination

Influenza (flu) is more than a cold, or even a "bad cold." It can result in serious health complications like pneumonia, bacterial infections, hospitalization, or death. Few people get vaccinated against flu after the end of November even though flu activity peaks between December and February and can last as late as May. If you didn't yet get a flu vaccination this season, it's not too late! CDC recommends that everyone age 6 months and older get vaccinated now if they have not already been vaccinated this season.

Flu vaccination can reduce your risk of getting sick with flu and can prevent serious flu complications. The flu vaccine has other benefits, too, including being life saving for children, protecting pregnant women and their babies, and reducing the risk of heart attack in people with heart disease.

Food safety

Food poisoning can ruin even the most festive celebrations. Each year, an estimated 1 in 6 Americans get sick from eating contaminated food.

Take simple steps to protect your family's health when you prepare and serve holiday meals such as:

- Wash your hands and work surfaces before, during, and after preparing food, and before eating.
- Keep raw meat, poultry, seafood, and eggs separated during preparation.
- Cook food at the right internal temperature to kill harmful germs. Use a food thermometer to check.
- Refrigerate perishable foods, including leftovers, within two hours of buying or cooking.

Handwashing

Handwashing is one of the most effective ways to prevent the spread of germs and to keep kids and adults healthy, especially during the winter months. Evidence shows handwashing can help prevent 1 in 5 respiratory illnesses like the cold or flu, so understanding how and when to wash hands is critical for staying healthy.

CDC's newest handwashing campaign – "Life is Better with Clean Hands" – includes resources and educational materials to help spread the word about the importance of healthy hand hygiene. If soap and water are not available, you can use an alcohol-based hand sanitizer that contains at least 60% alcohol.

Cold weather safety and Home heating

Outdoor activities during cold weather can expose you to several safety hazards, but you can take steps to be prepared while getting the exercise you need.
Start by wearing warm clothing, a wind-resistant coat or jacket, mittens, hats, scarves, and waterproof boots. To protect from hypothermia, don’t forget to dress in layers. Additional safety precautions when participating in outdoor recreation include: always carry a cell phone, work slowly when doing outside chores, sprinkle cat litter or sand on icy patches, and take along a buddy and an emergency kit.

Have your heating system, water heater, and any other gas, oil, or coal burning appliances serviced by a qualified technician every year to keep your family safe from carbon monoxide (CO) poisoning. Install a battery-operated or battery backup CO detector where it will awaken your family at night if the alarm is triggered. Each year, more than 400 Americans die from unintentional CO poisoning not linked to fires, more than 20,000 visit the emergency room, and more than 4,000 are hospitalized.

**Cope with Stress**

Everyone—adults, teens, and even children—experiences stress from time to time. Feeling emotional and nervous or having trouble sleeping and eating can all be normal reactions to stress. Learning healthy ways to cope with stress and getting the right care and support can help reduce stressful feelings and symptoms. For more information, see Suicide Resources for articles, publications, and additional resources.

**Travel safety**

Winter storms and cold temperatures can be dangerous. Stay safe and healthy this winter by planning ahead. Whether you’re traveling across town or around the world, ensure that your trip is safe:

- Get your car ready for cold weather before winter arrives.
- Don’t drink and drive – and don’t let others drive when they’ve been drinking.
- Wear a helmet when riding a bicycle or skateboarding to help prevent the most serious types of head and brain injuries.
- Wear a seat belt every time you drive or ride in a motor vehicle, and always buckle your child in the car using a car seat, booster seat, or seat belt appropriate for their weight, height, and age.

Before traveling abroad, check out health and safety risks at your destination. Don’t forget to get needed vaccinations at least 4 to 6 weeks before you leave to ensure protection by the time you travel. CDC’s latest travelers’ health updates include information about measles and malaria. For more information see Traveling Abroad for the Holidays.

Anyone traveling more than four hours, whether by air, car, bus, or train, can be at risk for blood clots. Blood clots can form in your legs during travel because you are sitting still in a confined space for long periods of time. Protect yourself during the holiday travel season by moving your legs frequently, know the symptoms of blood clots and when to get help and if you are at risk for blood clots talk to your doctor.

**Prevent Injuries**

Injuries can happen anywhere, and many occur around holidays. Take these steps to avoid common injuries:

- Use step stools instead of climbing on furniture when hanging decorations.
- Leave fireworks to the professionals.
- Wear a helmet when riding a bicycle or skateboarding to help prevent head injuries.
- Prevent chain saw injuries by wearing proper protective clothing and glasses. Always operate, adjust, and maintain chain saws according to the manufacturer’s instructions.

Most residential fires occur during the winter months. Keep candles away from children, pets, walkways, trees, and curtains. Never leave fireplaces, stoves, or candles unattended.

Carbon monoxide poisoning is 100% preventable. Don't use generators, grills, or other gasoline or charcoal-burning devices inside your home or garage.

Brighten the holidays by making your health and safety a priority. These tips will help keep you and your loved ones safe and healthy—and ready to enjoy the holidays. For more information about Holiday Healthy and Safe Tips visit https://www.cdc.gov/family/holiday/index.htm and enjoy CDC’s 12 Days of Health Holiday Song.
Childhood trauma in the U.S. is a 'public health crisis' linked to myriad social problems,

Milwaukee Journal Sentinel
By John Schmid
November 20, 2019

If American children grew up in homes without abuse, alcoholism, mental illness, drugs or domestic partner violence, instances of depression in the general population would fall 44%.

If such a world of trauma-free households could ever exist, national unemployment would fall 15%. There would be 24% fewer heavy drinkers and 33% fewer smokers. Cases of coronary heart disease — the leading cause of death in the U.S. — would fall 13%.

Those are among the findings in a new study that has special relevance to Milwaukee and Wisconsin, regions that already have been studying the impact of nonmilitary psychological trauma on their populations.

Issued by the U.S. Centers for Disease Control and Prevention, the study ranks as the most comprehensive examination to date on the lifelong impact of adverse childhood experiences, known as ACE’s.

ACE’s measure exposure to potentially traumatic events before age 18, including physical, emotional or sexual abuse. ACE research remains an emerging science but consistently shows that neurological trauma inflicted in childhood often is the root cause later in life for chronic stress and anxiety, opioid addiction, sleep disorders, unemployment, homelessness, suicide and other post-traumatic disorders.

From 2015 to 2017, the CDC surveyed 144,000 Americans in 25 states, including Wisconsin, making the sample more than eight times bigger than any previous ACE study.

Reggie Jackson, a historian and diversity trainer, says Milwaukee’s “perfect storm” of extreme job loss explain the city’s social extremes. Mike De Sisti, Milwaukee Journal Sentinel

The psychological scars of trauma are invisible and often cloaked in stigma. But the new data lays bare the breadth of a national epidemic of domestic trauma. About one in six Americans (15.6%) admitted to four or more types of potentially traumatic experiences as they grew up, landing them in the high-risk category of those most prone to mental and physical health afflictions, according to the CDC report.

No ethnicity or geography is immune, the data shows, meaning trauma can affect those caught in farm foreclosures in rural Wisconsin as well as suburban homes where an alcoholic breadwinner loses his job. As a share of the population, the CDC found that 15% of white adults admitted to four or more ACE’s. That compares with 15.8% for Hispanic adults, 17.7% for African American adults and 28.3% for Native Americans.

In Milwaukee in recent years, ACE studies and trauma research have shifted the understanding of chronic social and economic problems. Regional leaders are rethinking how to address the region’s most chronic problems, including school dropouts, incarceration, addiction and human sex trafficking.

The study validates the strategy of SaintA, a large Milwaukee-based social services agency that’s active across the state, to align its efforts around trauma-responsive practices and interventions, said SaintA chief executive Ann Leinfelder Grove.

"We are doing what the science tells us," Grove said. She’s making the CDC study required reading for her board of directors ahead of their next meeting.

For the last two years, the Milwaukee Journal Sentinel has published a series of multimedia stories, called A Time to Heal, which documents communities of concentrated trauma in rural Wisconsin communities as well as urban areas like Milwaukee and Racine.

The scale of Milwaukee's trauma-driven social dysfunction overwhelms the existing agencies and nonprofits. SaintA is active in new collaborative efforts to coordinate the region's disparate trauma-responsive initiatives among social service workers, therapists, university researchers, leaders of nonprofits, criminal justice authorities and health care representatives.

"There are good things happening in Milwaukee, but this report can compel us to continue the push," Grove said.

The CDC’s methodology was simple. It asked eight blunt yes-or-no questions: Before the age of 18, were you abused, either physically, emotionally or sexually? It asked about five other kinds of household
adversity: adults who abused drugs or alcohol; adults who were incarcerated; adults with mental illness; parental divorce; or witnessing intimate partner violence.

The same respondents also were asked a separate roster of questions: Do you suffer from coronary heart disease, cancer, diabetes? Are you overweight? Depressed? Did you finish high school? Are you unemployed?

The results "grossly undercount" the severity of widespread trauma and its impact on physical and mental health, said Melissa Merrick, lead author on the CDC study.

In an interview, Merrick explained that respondents routinely withhold information that involves deeply personal and painful events. "To even get to one-in-six (who admit to high-risk exposure) on a state-level random-dial telephone survey means the real numbers are way higher," said Merrick, adding: "It's just a fact."

Even so, compared with someone with zero “yes” answers, a person with four or more ACE's is more than five times more likely to suffer depression and more than three times more likely to smoke. The high-risk four-plus category is nearly twice as likely to have coronary heart disease. There’s be far less obesity and fewer high-school drop outs.

Like almost all ACE studies, the CDC survey has shortcomings. Whether a traumatic event such as sexual abuse happens once or repeatedly, it only counts as a single ACE score. The CDC questions ask what happened in the home and exclude experiences at school or on the streets. It doesn’t count emotional neglect, which can be particularly toxic. Nor does it try to measure the effects of racism.

The CDC study is the most comprehensive and most recent, but it’s not the first. A project funded by the National Institute of Justice, the research arm of the U.S. Department of Justice, studied the life histories of every mass shooter in the United States dating back to 1966. "The vast majority of mass shooters in our study experienced early childhood trauma and exposure to violence at a young age," it found.

Childhood trauma too often is fatal, said Merrick. Citing other studies, Merrick said ACE's have been linked to at least five of the top 10 leading causes of death, including heart disease, cancer, respiratory diseases, diabetes and suicide.

“Exposure to ACE’s is one of the biggest public health crises we confront in this country,” Merrick said.

**INDUSTRY NEWS**

**Beer Institute poll: 68% of Americans support extending tax relief for all brewers and beer importers**

Craft Brewing Business
November 20, 2019

Today, the Beer Institute released the results of its latest nationwide poll, finding 68 percent of American voters want Congress to continue federal excise tax relief for all of our nation’s more than 7,000 brewers and beer importers. This backing extends across all political ideologies, with the majority of conservative, moderate and liberal American voters wanting Congress to maintain tax relief for brewers and beer importers.

As the industry soars past 7500 breweries, your brewery needs to do more than just make great beer. Secret Hopper is a mystery shopping service for craft breweries that is helping breweries coast to coast monitor, maximize, and maintain a world class customer experience. How does your brewery stand up? Contact us to find out.

“Brewers and beer importers know beer unites Americans from across the political spectrum,” said Jim McGreevy, president and CEO of the Beer Institute. “In 2017, Congress demonstrated a broad vision for tax reform when it passed two years of federal excise tax relief for all brewers and beer importers. Today, America’s beer industry is investing in businesses and supporting more than 2.1 million American jobs. Now is the time for Congress to extend this tax relief before the end of the year so the beer industry can continue to innovate, invest in their businesses and provide good-paying jobs in communities across the country.”

Breaking down the poll, it found:

- Support for extending tax relief cuts across the ideological spectrum, with 75 percent of conservative voters, 63 percent of moderate voters and 66 percent of liberal voters supporting Congress extending federal excise tax relief to brewers and beer importers.
- Younger voters aged 21 to 38 years old are particularly supportive of Congress continuing to
provide this tax relief, with 74 percent of these voters wanting Congress to extend tax relief for brewers and importers. This support includes 81 percent of young conservative voters, 68 percent of young moderate voters and 71 percent of young liberal voters wanting Congress to extend this tax relief.

A record number of members of Congress have cosponsored the Craft Beverage Modernization and Tax Reform Act (S. 362/H.R. 1175), with 321 members of the U.S. House of Representatives and 74 U.S. Senators supporting the legislation. Introduced by Senators Ron Wyden (D-OR) and Roy Blunt (R-MO) and Representatives Ron Kind (D-WI) and Mike Kelly (R-PA), this commonsense legislation would make the excise tax relief for brewers and beer importers contained in the Tax Cuts and Jobs Act permanent. In June, the House Ways and Means Committee passed legislation to extend the tax relief for one year. In August, the Senate Individual, Excise and Other Temporary Tax Policy Task Force recommended enacting tax relief for brewers and beer importers “on a permanent basis.”

Without congressional action, America’s beer industry will face a more than $100 million tax increase on January 1, 2020. Large and regional brewers will see their excise tax payments go up by an average of 4 percent while 99 percent of U.S. breweries will see their excise taxes double.

The nationwide survey, by Quadrant Strategies, was conducted from November 7 to November 8, on behalf of the Beer Institute. The survey was conducted online to 1,000 registered American voters, age 21 years old and older.

Beverage marketers are drunk on innovation

Industry giants, including Chicago-based MillerCoors, are testing their limits with product blitzes that blur category lines.

Crain’s Chicago Business
By E.J. Schultz
November 20, 2019

For years, the closest beer giant MillerCoors got to liquor or wine was calling Miller High Life the “Champagne of Beers,” a long-used playful tagline for the economy brew. But starting this year, the nation’s second-largest brewer began dipping its toe into the actual wine biz with a three-city rollout of Movo, a line of canned wine spritzers that will go national next year with major marketing support.

Movo, which is made from wine, sparkling water and juice, is indicative of the shifting priorities of the nation’s largest beverage companies, which are rushing new products to market at a faster clip than ever before in hopes of remaining relevant to fickle drinkers. The new motto seems to be innovate or die.

Coca-Cola Co. alone has at least 20 new product launches slated for 2020 in North America—an all-time high—including a new sparkling water brand called Aha and Coca-Cola Energy, a new energy drink meant to compete with the likes of Red Bull and Monster, but with a Coke twist. Anheuser-Busch InBev in 2020 will triple its investment in its Beyond Beer division to more than $100 million, as it experiments with new seltzers, wines and spirits brands, a spokeswoman confirmed. Big bets include Bud Light Seltzer and Babe Wine, a maker of canned wines that the brewer acquired in June.

“Big consumer brands are starting to really catch up to consumers who for a number of years now have loved to explore ... they like things that are different and interesting,” says Duane Stanford, executive editor of beverage trade magazine Beverage-Digest. “And one of the ways to make beverages more interesting is to create hybrid versions and blur categories and so that is a lot of what you are seeing from the companies now.”

SPEED BRINGS RISKS

The beverage giants are in many ways following the leads of dozens of startup brands that have been nipping at their heels for years with quick-to-market innovations. But for big companies, the product blitzes carry risks, considering they must integrate new beverages into complex manufacturing processes, as well as work with numerous third-party bottlers and distributors. “The success of this new approach remains unclear,” warned investment banking advisory firm Evercore ISI in a recent report. “What is clear is that it will likely put a lot of stress on salesforce, distribution and supply chain.”

The beverage giants are trying to strike the balance of doing sufficient consumer research to predict success but not be bogged down by processes that in the past have been measured in years, not months.

In a recent corporate blog entry, Coca-Cola boasts that its Aha sparkling water, which will hit stores in
March, was brought from “concept to prototype in just over six months.” Rather than walloing off new product development within R&D, Coke now assembles temporary teams covering multiple functions including marketing, retail management, supply chain and even third-party bottlers. “We are getting those different perspectives tabled earlier and able to work through different interactions faster,” says Shane Grant, president of the company’s “stills” business unit in North America, which covers water, sports drinks, tea and coffee.

The innovation tone is set by Coca-Cola CEO James Quincey, who since taking the top job in 2017 has pursued a strategy to become a “total beverage company” that stretches way beyond its namesake brand. “The Coca-Cola Co. has grown to be bigger than brand Coca-Cola,” he declared the year he took over.

BLURRING THE LINES

Coca-Cola’s Smartwater brand—long sold as simply a premium bottled water—this year added a variety marketed as containing antioxidants and another one that has alkaline, in moves that Grant described as appealing to demand for “functional” beverages. Soon, Smartwater will debut new flavored varieties, like Cucumber Lime and Pineapple Kiwi, which he said appeal to “sensory” demands. The Aha sparkling water brand includes two varieties that have caffeine: Citrus and Green Tea, and Black Cherry and Coffee. Grant says this “category blurring is only going to continue to accelerate.”

MillerCoors has blurred the lines with La Colombe Hard Cold Brew Coffee, a cold brew with 4.2 percent alcohol-by-volume that debuted in select markets in September in partnership with La Colombe Coffee Roasters. Next year, MillerCoors will tap into the hard seltzer craze with a new brand called Vizzy. Also on the horizon: an organic version of Coors beer called Pure, which will come in three varieties—“pure light beer,” citrus and berry—as well as a lower-calorie, lower-alcohol line extension of its Blue Moon brand called Blue Moon Light Sky.

To guide its new product pipeline, the brewer taps into a panel of 10,000 consumers that it connects with online, giving it the ability to get responses overnight on everything from a proposed brand name to a new flavor, says Sofia Colucci, VP for innovation. The brewer also tests products in the real world. It first debuted Light Sky at a tap room Blue Moon runs in Denver’s RiNo District. “We were actually able to capture consumer feedback on iPads,” says Colucci, noting the formula was tweaked several times based on responses.

MillerCoors parent Molson Coors this week boosted its presence in the non-alcoholic drinks sector by taking an ownership stake in beverage incubator L.A. Libations, known for developing brands such as Zico Coconut Water, Core Water and Body Armor.

But as it moves beyond beer, the MillerCoors is careful not to stray too far from its roots. It also wants to identify what it calls “white spaces,” meaning new offerings. Movo checks in at 5.5 percent alcohol-by-volume, which Colucci says has lower alcohol than a lot of canned wines. The drink, she says, can be consumed a lot like beer. MillerCoors is not “launching 750 ml bottles of cabernet sauvignon,” she says. “That is not where we have a right to play.”

DAILY NEWS

Women Take the Lead on Key Alcohol Laws
It’s to Protect their Families

Public Action Management, PLC by Pamela S. Erickson
November 20, 2019

Even before women could vote, they were leaders in the effort to curb major social and family problems created by alcohol. Today, the media portrays these women as cartoon characters bent on being moralistic buzz-kills.

But the reason women became active is that alcohol created major problems for families. Since most women did not work outside the home in those days, they were dependent on their husband’s income. By the late 1800’s saloons were clustered near manufacturing plants. They sold alcohol very aggressively and allowed patrons to pledge their future paycheck against the bar bill. But, when payday rolled around, there was often little left for the family.

Library of CongressWomen were leaders in the Temperance Movement, which was viewed as the only solution to the "alcohol problem." One of those was Frances Willard, a Sixty-eight percent of Americans want Congress to permanently reduce
federal excise taxes for alcohol producers, according to a Beer Institute poll released on Wednesday.

The Craft Beverage Modernization and Tax Reform Act, which was included in the 2017 Republican tax bill, expires at the end of 2019. It reduced federal excise taxes for a range of alcohol producers, such as brewers, winemakers, distillers and even importers.

The bill has broad backing in both chambers and trade groups pushing for it are confident it will get across the finish line by year-end.

The industry poll found it has broad support among Americans, regardless of ideology.

Seventy-five percent of conservative voters support it, 63 percent of moderate voters, and 66 percent of liberal voters.

“Once again, beer unites America in an interesting way. When you have so much contention on Capitol Hill on other issues, it’s nice to see one issue where consumers and policy makers agree,” Jim McGreevy, president and CEO of the Beer Institute, told The Hill.

Voters aged 21 to 38 are the most supportive demographic with 74 percent supporting making the tax break permanent. Among young voters supporting it, 81 percent are conservative, 68 are moderate and 71 percent are liberal.

“I think those are voters that grew up in a society that had a lot of choice in terms of consumer products. Beer is giving people a lot of choice now and I think young people, legal drinking age, appreciate what the beer industry is giving them in terms of products and so they will see this as a good policy to extend,” McGreevy said.

If the tax rates aren’t extended, large and regional beer suppliers will see their excise tax payments go up by an average of 4 percent while 99 percent of U.S. breweries will see their excise taxes double, according to data from the Beer Institute.

More than 2,000 new brewers have opened since the lower federal excise tax was enacted.

“Those 2,000 businesses have never known an excise tax regime that’s different than the one in place today,” McGreevy said. “The growth of small breweries has been explosive in the last ten years but particularly in the last three, and I think that’s important to note.”

Lawmakers have until the end of the year to extend the tax break.

woman with many accomplishments. In an era when women remained in the home, Frances went to college, obtained a degree and taught school for several years. She then became the president of a women's college and was active in the women's suffrage movement. Eventually, she helped found the Women's Christian Temperance Union where she became a skilled educator, speaker and lobbyist. She worked hard at culture change and in 1883 spoke in every state of the union.

Eventually the nation approved a constitutional amendment to make Prohibition the law of the land. But, while it solved some problems, it created others. The law was poorly enforced and organized crime flourished as it supplied alcohol and operated illegal bars called "speakeasies."

Prohibition became unpopular as family issues continued to be a problem. Many who originally supported Prohibition, changed their minds and began to speak about regulation as an alternative. One of those was Pauline Sabine who told a Congressional Committee: "Today in any speakeasy in the United States you can find boys and girls in their teens drinking liquor, and this situation has become so acute that the mothers of the country feel something must be done to protect their children."

Today, women are still leaders on this issue and, again, it is about the harm done to families.

In 1980, Candace Lightner's daughter, Cari, was killed by a drunk driver. But it was not the first time her family was victimized. Several years earlier, her mother and daughter were injured by a drunk driver; and, shortly thereafter, a driver impaired by tranquilizers hit her son, Travis. He was critically injured and in a coma for 4 days. After Cari was killed, Lightner quit her job and used her savings to form a grassroots organization that eventually became Mothers Against Drunk Driving. She is credited with the growth of MADD to 400 chapters worldwide and a membership of 2 million people. Over 700 bills have been passed at the state and national level. She has since left MADD and formed another organization called, "We Save Lives". Today, it fights against drunk, drugged and distracted driving.
In my own state of Nevada and my community of Henderson, there is an organization called "Stop DUI". It is headed by a woman named Sandy Heverly. Her involvement began in 1983 when her family was hit by a drunk driver. All members of her family were injured including herself, her husband, mother and four children. Her mother eventually died of her injuries. Ms. Heverly is credited with the passage of laws that benefit the victim and have made Nevada a state with some of the strictest laws in the nation.

In conclusion:

1. The women who have led efforts to reduce alcohol harm should receive greater recognition. We need women to continue their strong, passionate efforts. If you work with prevention and public health organizations, they are often populated with lots of passionate women. We all owe a tremendous amount of gratitude to these women for their efforts which have made our country a lot safer.

2. Harm to families from alcohol misuse is not "just a woman's issue". It is everybody's issue. There are many ways innocent family members are harmed by alcohol misuse: DUI crashes and arrests, academic failure due to underage/excessive drinking, addiction of adult family members, harm to family finance and loss of employment, divorce and family disintegration. The harms are many and all adults--male and female--need to work to reduce the impact of alcohol misuse.

3. Alcohol regulations and laws save lives and reduce harm to families. But such laws have been loosened in recent years, possibly creating more problems for families. For several decades the Gallup polling organization has tracked harm to families by asking whether "drinking ever has been a cause of trouble in your family." In 2019, 36% said "yes" versus the era of the 1950's, 60's and early 70's, when around 12% said "yes." While consumption hasn't increased much, it seems that family issues due to alcohol are greater. Today, alcohol is much more available. A greater number of retailers now are alcohol licensees. Drug stores, grocery stores, gas stations, and even kitchen stores now sell alcohol. Until recently, some states only allowed alcohol to be sold in "package stores" which were closed on Sunday. And, many "dry" counties and cities have voted to allow alcohol sales.

4. The general public, as well as research, support a strong system of alcohol policies. Oddly enough, the loosening of alcohol regulation comes at a time when such regulation enjoys a high degree of public support. According to a recent survey from the Center for Alcohol Policy, 86% agreed that alcohol needs to be regulated and 80% agree that getting rid of alcohol rules could make problems worse. According to Jim Hall, former Chairman of the national Transportation Safety Board and Center for Alcohol Policy Advisor, "Public support for responsible state alcohol regulation has remained consistently high over the last decade."

Research confirms the importance of an alcohol policy system. Tim Naimi and colleagues from Boston University have compared states using a composite of 29 alcohol policies. Naimi concluded, "The bottom line is that...alcohol policies matter--and matter a great deal--for reducing and preventing the fundamental building block of alcohol-related problems."

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Wine & Spirits Wholesalers of America Opens 77th Annual Convention & Exposition Registration to Beverage Alcohol Industry

Suppliers, Wholesalers, Importers, Exporters, Service Providers and Now Retailers to Attend and Exhibit

The Premier Industry Event Will Be Held April 20-23 at Caesars Palace Las Vegas - "It's Where the Industry Goes!"

Source: WSWA
November 20, 2019
Registration is now open for the Wine & Spirits Wholesalers of America (WSWA) 77th Annual Convention & Exposition, the industry's leading event that brings together wholesalers, suppliers, service providers, importers and exporters under one roof. This can't-miss beverage alcohol industry event will be held April 20-23, 2020, at Caesars Palace Las Vegas. Taking advantage of early bird registration rates requires those attending to register by Friday, January 10, 2020. Register here: http://www.wswaconvention.org/

For the first time in 77 years, retailers will be attending and be a pivotal piece of the programming in 2020. This makes the convention the premier industry gathering which showcases and recognizes all three-tiers of the U.S. beverage alcohol system - the global standard.

Returning is the highly anticipated and well-produced Brand Battle, WSWA's version of Shark Tank, where pre-selected brands pitch our panel of industry experts and influencers - and receive feedback - live on our competition stage. Past Brand Battle winners include Gray Whale Gin, Bedlam Vodka, and most recently, Boukham Rhum and Seaside Grown. The WSWA Convention has served as a springboard for these brands, exposing them to immediate distribution deals, positive media buzz, and other brand-development opportunities.

The exposition's Wine and Spirits Tasting Competition provides opportunities for new and existing brands to earn recognition while the Wholesaler Iron Mixologist Competition is an action-packed battle between the industry's cocktail heavyweights before a live audience.

In addition to media and business-development opportunities, the convention creates an ideal environment for those ready to engage with trade press, social media influencers, and tastemakers in attendance. Several podcasts will be recording live from the convention floor, as well as bar studio-produced mixology sessions created for select high-potential brands. Media in attendance actively engage attendees, seeking out newsworthy personalities and products, and will collectively bestow the "Hot New Now Media Award" to an up-and-coming brand. Last year's winner was Skrewball Peanut Butter Whiskey, a unique craft product that experienced considerable growth in consumer demand after being singled out for recognition at the convention.

"Skrewball Peanut Butter Whiskey's unofficial notational launch to our entire distributor network took place at WSWA's 76th convention and exposition in Orlando," said Daniel Walker, president of Infinium Spirits. "The recognition received and the ensuing distributor engagement makes Skrewball the most successful brand launch our company has ever had," he added.

Returning this year is the Wholesaler Leadership Series, an educational forum created for beverage alcohol wholesaler leaders. The series offers panel discussions on the hottest industry trends and topics, as well as presentations with valuable insights given by leading subject-matter experts, all aimed at arming members with a competitive advantage.

Building on its inaugural success, the Supplier Leadership Series will be back and bigger than ever. Workshops, panels and information-rich sessions will be announced on the WSWA Convention site in the coming weeks. As an added benefit, select representatives from alcohol beverage retailers will now participate in these discussions, providing valuable consumer-focused insights for attendees. The Master Mixology class will return, featuring experiential learnings with trendsetting wholesaler mixologists. Both veterans and newcomers to the industry will pick up tips, tricks and cocktail trends from this interactive and action-packed experience.

"I attended my first WSWA convention in 2007, and have attended every year since, following in the footsteps of my father Rocky and grandfather Bill, who saw the convention as an essential date on the calendar for our business," said Danny Wirtz, Vice-Chairman of Breakthru Beverage Group and incoming 2020 WSWA Chairman. "I am always excited to further relationships with our supplier partners and industry peers while discovering new brands and ideas emerging in our space. The WSWA convention is where the industry goes to network and collaborate."

The General Session will showcase remarks from Wirtz and another top speaker, as well as WSWA President and CEO Michelle Korsmo.

"The WSWA convention and exposition brings together supplier, wholesaler and retailer leaders for a week of meaningful engagements, business-
development opportunities, and comradery,” said Korsmo. "This convention continues to be the crown jewel of the beverage alcohol trade, and we're excited to celebrate 77 years putting it on," she added.

To register, find exhibit information, enter Brand Battle, learn about sponsorship opportunities, or view program information, please visit wswaconvention.org or contact the WSWA Convention Hotline at 202-371-5682.

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Research shows binge drinking in cities increases after Uber’s arrival

The Takeout
By Kate Bernot
November 21, 2019

While Uber’s arrival in some cities has corresponded with lower rates of alcohol-related traffic accidents, new data indicates Uber’s arrival in a city is often also followed by a rise in binge drinking. Researchers from the University of Louisville and Georgia State University compared Uber’s arrival in cities with surveys about alcohol consumption collected by the Centers for Disease Control. The findings indicate overall alcohol consumption, binge drinking, and heavy drinking all tended to rise after Uber’s debut.

After ride-hailing service UberX arrives in a city, the data shows a 3.1% increase in the average number of drinks consumed per day, a 2.8% increase in number of drinking days per month, a 4.9% increase in the maximum number of drinks consumed on one occasion, and a 9% increase in the rate of heavy drinking. The researchers note “the net social impact of ridesharing is more complicated than the existing literature and policy debates suggest.” That effect is even greater in areas with less robust public transit options; the arrival of UberX in those areas was associated with a 17.5% to 21.8% increase in instances of binge drinking.

The Economist synthesized this data into some helpful charts, which also indicate that binge and heavy drinking rates in cities had mostly been on the decline before Uber’s arrival, but that they increased afterward. Anecdotally, the findings check out: In areas without strong public transit, bar-goers might have been reluctant to have an extra drink or two before driving home. With the Uber safety net, there’s less perceived risk in ordering that final round. No doubt public health officials will be thinking further about how Uber’s arrival seems to correspond with a tradeoff between reduced drunk driving and increased heavy drinking.

In case you wondered, yes, Uber has also been good news for bars: The study found its arrival was followed by a 2.4% increase in employment and a 2.3% increase in total earnings at bars.

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