

NABCA

DAILY NEWS UPDATE

Wednesday, October 20, 2021

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NABCA NEWS

NEW COVID-19 DASHBOARDS

NABCA continues to work hard to provide members and partners timely updates on state-level policy changes made through governor issued executive orders that impact the regulation of the alcohol supply chain in response to the novel coronavirus (COVID-19). Visit NABCA's COVID-19 Resource for policy and operational changes related to restaurants, bars, retail, government, industry and public health.

The Collection: An Alcohol Research Summary *(formerly Annotated Bibliography)*

A comprehensive overview of the latest scientific evidence on important topics related to alcohol policy.

Sharing Solutions E-Newsletter!

A platform for the NABCA community to share successful implementations and lessons learned about your good work.

ADDITIONAL LINKS

Visit NABCA's website for information on:

- [Control State Agency Information](#)
- [Doing Business in Control States](#)
- [NABCA News](#)

NABCA NEWS

NABCA's 27th Annual Administrator's Conference Summaries of sessions from day two

National Alcohol Beverage Control Association
October 19, 2021

The second day of the Administrator's conference offered attendees 12 information-packed sessions with topics addressing DTC, eCommerce, cannabis, and cocktails. Summaries of these and other sessions are below.

Direct Delivery Dilemmas and Curbside Pickup

As states enacted expanded curbside pick-up and direct delivery permissions for alcohol retailers, both in reaction to the COVID-19 pandemic and to the growing demand for E-Commerce, alcohol regulatory agencies faced new questions and concerns to consider when implementing new alcohol purchasing options. Moderator Neil Graff, Alabama ABC Board, Travis Hill, Virginia ABC Authority, and Devon Morales, Oregon Liquor and Cannabis Commission discussed the steps that their respective control jurisdiction took to address curbside pick-up permissions and shared differences in their approaches. In Alabama, where curbside pick-up was not as popular among licensees and customers, the permissions expired. Oregon and Virginia, however, have made it permanent or are leaning toward extending it. Hill described Virginia's approach to balancing public health interests and paying heed to the impact of expanded permissions on communities with the

growth of E-Commerce and the need to modernize sales systems, noting a 400% increase in online sales compared to pre-pandemic numbers. However, home delivery of alcohol brings about different challenges, such as compliance issues with delivery services and issues of liability, which has required further research to address. Morales described a three-step plan Oregon is taking to refine alcohol home delivery models with the help of a NABCA award, using an observational tool to collect data on regulatory violations and developing an alcohol delivery training tool to improve licensee compliance.

Striking the Balance Between Commerce and Public Safety

Jake Holmes, of the Iowa Alcoholic Beverages Division, moderated this session and started by acknowledging the important role of stakeholders, from industry and regulators to public health and safety, to have them discuss alcohol policies. The panel opened with Kate Frey, Vice President of Advocacy for New Futures in New Hampshire, speaking about how her role as a lobbyist and her relationship with industry stakeholders are paramount. Even when they may not see the issues the same way, she tries to remember the golden rule to be kind and respectful and to avoid hostility because often you need to work together on other issues. Les Fugate, Vice President and Director of State and Local Public Affairs with Brown-Forman Corporation stressed the importance of building relationships before you need them and to be transparent in your position, particularly when there is a high degree of controversy about a topic. This act avoids delays in the process and prevents frustrating decisionmakers.

Using cocktails to go as a case study for real world stakeholder engagement, both panelists acknowledged stakeholders from all sectors were supportive of allowing this policy change temporarily; however, there was recognition that this area of policy needs to be assessed to ensure it is being done safely and within compliance. They also agreed that two groups that need to be more engaged in discussions include people in recovery and those from minority communities who have been disproportionately impacted by alcohol and for whom alcohol consumption is on the rise.

The New Normal of eCommerce

Liz Brassell and Mike Demko from the Pennsylvania Liquor Control Board (PLCB) and Paul Williams and Eddie Wirt from the Virginia Alcoholic Beverage Control Authority (Virginia ABC) presented on their respective eCommerce sites pre-pandemic, during the height of the pandemic, and the slow roll out of the pandemic. Brassell and Demko discussed how the PLCB's eCommerce presence started nearly 20 years ago from a small, online offering of where to find hard-to-find product to an online offering of where to find any product and have it delivered to home or to a store. The change required new order management and distribution technology, as well as a shift in moving eCommerce from store operations to logistics. Additional technological changes will be required to help them integrate eCommerce even more into their systems and allow for future enhancements of their eCommerce presence. Williams and Wirt discussed how the Virginia ABC's eCommerce presence went from 35 orders a day to where they can have one-day cyber events with orders between 4000 and 5000 a day. Technological changes were key to helping them improve their eCommerce presence from a pre-pandemic buy online purchase in store (BOPIS) model to curbside pickup and home delivery during the pandemic. Both states agree that while consumers like to have the convenience of eCommerce, consumers still like to shop for their spirits. Ultimately, the states expect eCommerce sales to account for 10 to 20%, maybe even reach 25% of their total sales.

Impact of De-scheduling Cannabis

NABCA Associate General Counsel Buddy Bucker led a discussion with Tony Glover, Attorney at Glover Law, and Christopher Riano, President of Center for Civic Education, on the changing landscape of cannabis legislation and regulation in the US. Riano spoke to the 21st Amendment, describing the way states will have to look to other models of controlled markets such as alcohol and gambling. He noted that people whose expertise lie in control and regulation as well as people with expertise in cannabis may be a good combination to create effective structures to manage de-scheduling or legalizing cannabis. Glover gave an overview of some of the federal attempts to de-schedule cannabis and the roadblocks that have been faced. He explained how cannabis and

alcohol regulators face different challenges due to differences between the substances, as well as political dynamics that might delay action on existing proposals. He also described some of the challenges retailers will face in getting licenses and breaking into the market, predicting that, with the high initial cost of entry, there may be a nationalization of cannabis brands in the future.

Rise of Canned Cocktails

Barbara Subastian, Deputy Director with the Michigan Liquor Control Commission moderated the session and walked audience members through the mixed spirits drinks regulatory changes in Michigan as an example of one state's efforts to accommodate this growing segment. She explained they changed the definition of mixed spirits drinks, added the product type to existing license types and created new license classes, permitted self-distribution, and changed the tax to ensure these products could be sold in Michigan.

Cristina Desmond, Executive VP Breakthru Beverage in Pennsylvania, referenced the recent SNL skit about the ready-to-drink (RTD) category as a way to help the audience understand how mainstream the category has become. She reviewed RTD trends, which is the hottest segment, projected to grow over the next five years, larger than the spirits category in the U.S. She explained that while malt is the dominant base for RTDs in the U.S., catapulted by seltzer, the spirits and wine bases are seeing more growth, providing an incremental opportunity. From a customer perspective, 90% of RTD purchases are happening in retail while 10% occurs at on-premises locations. As for product drivers, the variety pack accounts for 35% of sales, but from a cocktail perspective, margarita still rains king with 4% of RTD sales. Single cans account for 20% of sales and might be seen as an underperformer, but they are a key entrant point for many consumers.

Troy Mercer, Regional General Sales Manager for Control States of Beam Suntory, explained how RTDs is not a new category, but the growth in RTDs will eventually surpass spirits. He discussed the consumer mix - who is drinking this category - has evolved and there is much to be said about flavored experimentation. The excitement in this category has led to many new entries into the market. For Beam, they felt they have a great portfolio and wanted to find different ways for consumers to enjoy their brands and because the company aspires

to become a leading RTD player in the U.S., they have partnered with Boston Beer Co. as a strategic venture aimed at building mega brands in this category.

Preventing Illegal Alcohol Sales in a Home Delivery World: A North Carolina Spotlight

Pat Daily, Chief of Enforcement for the Mississippi Alcoholic Beverage Control Bureau of Enforcement, moderated the session, opening with Jeff Strickland, Public Affairs Director of the North Carolina Alcoholic Beverage Control Commission (NC ABC). Strickland took the audience back to 2017 when the commission staff heard about the potential growth of home delivery by third-party vendors. With anticipation that this policy change was on the horizon in North Carolina, a workgroup on the topic was organized in 2018. Each meeting had a different focus including public health, industry, public safety, etc. The goal was to find consensus among workgroup members and identify key regulatory recommendations. In 2019, a home delivery bill was signed into law and the NC ABC workgroup findings helped inform the Legislature and their own regulations.

Assistant Special Agent in Charge, Matt Stemple of the North Carolina Alcohol Law Enforcement Division provided an overview of their observational compliance checks of third-party vendor home delivery sales, showing video footage from the four most common types of illegal transactions that occurred. These videos helped underscore the need for permitting requirements for third-party delivery service vendors and mandatory training for their drives. Additionally, these videos are now used in the NC ABC Commission's server/seller training.

Dr. Julia Dilley, Senior Research Scientist and Epidemiologist of the Oregon Health Authority and Public Health Division of the Multnomah County Health Department, reviewed the observational tool created by the Alcohol Action Network to help regulatory authorities and coalitions assess home delivery, curbside pick-up, and drinks to go transactions. The tool is an online form intended to be used to record normal, adult legal transactions. The observations are not intended for enforcement actions, but rather to document, systematically, what is going on during these transactions. She reviewed the results from a small pilot run of the tool in one state this summer

where they found of the 13 observations, six were out of compliance, one was at risk of being out of compliance, and six had no concerns. The most problematic area was in drinks to go. The pilot was helpful to provide useful information on the tool and to provide preliminary data back to the regulatory body in the jurisdiction.

Successful and Strategic Social Media Campaigns

According to a Hootsuite Global Report, almost half a billion users joined social media in the past year, taking the global total to 4.2 billion in early 2021. Additionally, as mobile users spend more time on their phones than they do watching television, the smartphone has become today's "first screen." Further, ecommerce saw rapid growth in 2020, with many people moving their shopping online due to the health risks associated with COVID-19, and these ecommerce habits are predicted to last well beyond the pandemic. With all of this growth in social media from audiences to new platforms that launch regularly, there is the need for thoughtful and strategic social media communications as control jurisdictions delicately balance regulating, enforcing, and selling beverage alcohol. Representatives from Pennsylvania and Vermont respectively shared their strategic uses of social media for retail and for an education initiative. Stacy Kriedeman, Pennsylvania Liquor Control Board, showed how the state's Fine Wine & Good Spirits stores engaged their social media followers in several successful campaigns and how a celebrity recognized the store as a location to get specially signed bottles of his product. Erik Volk, Vermont Department of Liquor and Lottery talked about an education initiative that uses social media and local Vermont celebrities to engage youth in an underage drinking prevention campaign. He discussed the process behind creating the initiative, incentives that kids will receive for participating in the program as well as the challenges he faced in getting the project to fruition. Maggie Barchine, National Alcohol Beverage Control Association, moderated the session.

How Far Does FOIA Go?

In this session, Dean Argo, Governmental Relations Manager at the Alabama Alcoholic Beverage Control Board, moderated a presentation from Virginia ABC Chair Maria Everett and Pennsylvania Liquor Control Board General Counsel Rodrigo Diaz on the bounds, requirements, and exemptions of the Freedom of Information Act (FOIA) and how it relates to the

practices of state government employees. Everett emphasized the importance of collecting and storing information with the consideration in mind that it may be requested as a public record. Diaz highlighted some of the exemptions to FOIA that impact requests in Pennsylvania and gave an overview of recent Pennsylvania Supreme Court cases demonstrating which nuances impact the fulfillment or denial of a FOIA request.

Back to Basics: Alcohol 101 and the Value of the Three Tier System

Panelists for this session recognized the value of the three-tier system and its positive impact on product safety, protecting public health, offering suppliers a level playing field to enter the marketplace, and providing an effective means of collecting taxes. Pam Erickson, Public Action Management, presented about the origins of the system, citing circumstances that birthed prohibition and the need for the three-tier system. Chris Curtis, who recently retired from Virginia ABC discussed the strengths and benefits of the system and included details about the TTB's executive order, which has been open for public comment. Greg Lehman, Watershed Distillery, based in Ohio, shared his experience and lessons learned in getting his product into states such as Ohio, Michigan, Illinois, and Kentucky. He acknowledged the logistical convenience and cost savings for dropping off product to Ohio, a controlled state with two warehouse locations, versus the numerous others warehouses he has to consider for non-controlled states. Kelly Roberson, Executive Director, Center for Alcohol Policy served as moderator for the session.

Beyond Burned Out

NABCA's new President Neal Insley led the final session about burn out and the toll that the COVID-19 pandemic has taken on government employees. States and industry organizations all had to adapt to new paradigms in the market and the flurry of changes in the alcohol regulatory environment, the public health safety situation, and the economy. Insley spoke to NABCA's actions in providing its members with comprehensive resources about these regulatory and operational changes. He highlighted how control states balanced their roles of regulator and market participant in responding to the pandemic. Skyler Genest, Chief of Vermont Department of Liquor and Lottery showcased

Vermont's response to burn out and the steps that they took to address the onset of the pandemic. He described Vermont's reliance on a modern data collection system and its community partnerships to address these challenges and maintain compliance rates. Catie Wiseman, People and Community Manager at the Idaho State Liquor Division (ISLD) talked about the impact of deeming liquor an essential commodity and how ABC employees and state regulators were impacted by it. She talked about the safety considerations to protect staff and equip them with PPE and mental health resources, as well as benefits such as childcare, leave and gratitude pay, and how challenges continued with labor shortages from burned out employees and early retirements. Kathie Durbin, Director of Montgomery County Alcohol Beverage Services (ABS), described the political pressures that regulators faced in making policy changes and efforts that ABS made to increase training capacity and going virtual to address staffing concerns and remain in operation despite closures and mandates.

This concludes the 27th Administrator's Conference. We look forward to seeing you October 23-26, 2022, where the 28th Administrator's Conference will be at the Omni William Penn, Pittsburgh, PA.

CONTROL STATE NEWS

MI: Total Wine uncorks a shakeup in Michigan's alcoholic beverage market (excerpt)

The Detroit News
By Candice Williams
October 19, 2021

Maryland-based Total Wine & More has made its entry into Michigan, shaking up the state's market with its first stores opening in Grand Rapids and Ann Arbor this year and two more on the way for Novi and Sterling Heights.

With their massive aisles and more than 15,000 wines, spirits and beers in stock, the company's stores are a mecca for alcohol drinkers.

The 30-year-old company, known for its low prices and huge selection, has already had an impact on competitors in the state, some of whom are concerned about the future of their businesses. Total Wine contends there is enough business for everyone.

The Total Wine & More was founded in 1991 by two brothers in Delaware and has grown to more than 217 stores in the United States. Its stores offer more than 8,000 wines, 3,000 distilled spirits and 3,500 beers, plus curbside pickup and delivery.

"The business model is one in which we provide our customers with not only great service, but with incredible selection, price and outstanding customer experience," said Edward Cooper, spokesman for Total Wine & More.

For its foray into Michigan, the company has turned to previously occupied buildings. In Grand Rapids, its store is in a former Babies R Us location with 34,250 square feet. In Ann Arbor, the store is in a 28,872-square-foot building that used to house a Big Lots outlet.

Cooper said it took years for the company to expand into Michigan as it navigated the state's regulations on alcoholic beverages.

"For us, we understand that customers love, not just in alcohol, but in just about anything, customers love the convenience of getting what

they want in one single place," he said. "It took us several years to finally get to Michigan because in Michigan the distilled spirits are controlled at the state level and it took us a little bit of time to understand how to work in that controlled environment in Michigan.

"We spent a fair amount of time working with the state and working with the authorities to be able to understand how to be able to do that so that it would be good not only for the state, but also it would be good for our customers" Cooper said. "We've come to the state kind of late, I guess, but we're confident that we'll be able to provide our customers with that which they are looking for."

Competitors concerned

Not everyone is happy to see Total Wine come to Michigan. Other stores are afraid they can't compete.

"This is very alarming to all of the small mom and pop shops, the individually owned units," said Joel Smitter, owner of Smitty's Specialty Beverage in Grand Rapids. He's been in business for 40 years and said he's seen catering business drop since Total Wine opened.

With the company's prices slightly above cost, it's tough for smaller businesses to compete with Total Wine, Smitter said.

"That's quite an attraction to anybody, especially if they're going to be buying multiple bottles," he said. "I'm just grateful that my store is 7.2 miles away and I've got the reputation of being one of the largest bourbon retailers in the state."

Kevin Kallabat, owner of Orion Market in Lake Orion, said he's seen an increase in competition during his 34 years in business and now he's concerned about the impact Total Wine will have on his sales.

"There's some people you establish a relationship, a friendship, yes they will support us, but at the same time what is everybody looking for? It's to save a dollar," he said. "How loyal can anyone be? They cannot be 100% loyal. In today's world, really there's very little loyalty, but we need every person to support us in every which way. We can't depend on just the loyal customers."

Brian Zetouna, president of Allied Liquor Stores of Michigan, a group of independent store owners, said for years he'd wanted to see the state Liquor Control Commission implement a 30% minimum mark-up.

"That's going to preserve and protect the industry," he said.

The Total Wine store in Grand Rapids is one of four the company plans to open in Michigan by year's end.

Cooper said that the company considers its competitors chain stores such as Costco because of their pricing and that people typically shop at Total Wine to stock up.

The average Total Wine customer visits the store three to six times a year and live within a 20-mile radius, Cooper said.

"When I'm looking for a couple bottles, a couple six pack or a case watching the football game or a baseball game, of whatever it may be, most consumers will go to their local convenient package store," he said. "And when they're looking to throw a big event, or a big party or they're stocking up, they'll come to retailers like Total Wine. They'll do it infrequent, three to five, six times a year, but it will be a big shop. And that's how everybody coexists."

NC: Increased demand, supply shortages plague North Carolina liquor stores

Johnson City Press
October 19, 2021

(The Center Square) – Liquor stores in North Carolina are trying to keep shelves stocked as an alcohol shortage persists.

Brantley Uzzell, general manager of the Lenoir County Alcoholic Beverage Control Board, said stores are having a difficult time stocking tequilas, brandies and bourbons. The issues were sparked by the COVID-19 pandemic, which officials said has led to supply interruption, delays and labor shortages.

"I don't think that anybody anticipated what this pandemic was gonna bring on," Uzzell told reporters.

Uzzell, who is North Carolina Alcoholic Beverage Control (ABC) Commission Board treasurer, said the pandemic had caused shortages in truck drivers, glass and other raw materials needed to keep the liquor supply rolling. The chair of the ABC Commission has resigned, citing anxiety over the challenges with liquor distribution.

Alcohol policy expert John Trump, who is the managing editor of the John Locke Foundation-affiliated Carolina Journal, said the state's monopoly system is exacerbating the liquor shortage.

The ABC Commission, a state agency, has control over the sale, purchase, transportation, manufacture, consumption and possession of all alcoholic beverages in North Carolina, along with 171 local boards. The local boards get a portion of the profits from the alcohol sales.

"You take the free market part out of it, which is huge, right, because people can order what they want," Trump said.

Trump, who wrote the book, "Still & Barrel: Craft Spirits in the Old North State," said all of the alcohol in the state is stored in two warehouses in Raleigh. It is then distributed to the various boards. Officials also have blamed supply delays on a change in distributors.

Ben Thompson, attorney for the distributor LB&B Associates Inc., recently told a legislative panel the issues were because of increased demands and the supply and workforce shortages.

"You can't deny the growth of the product and product sales in North Carolina," Thompson said. "And that says that the ABC commission, the local boards and, I think, LB&B have done a good job of serving the interests of the good people of North Carolina."

Uzzell said the advantage of North Carolina's controlled alcohol system is it does not cost anything other than sales tax, and those taxes go back to their local coffers.

"So, with that being said, if it were to privatized, I think it would cost the nondrinkers money as well, because like I said, they'd have to make up that tax revenue somewhere on the backend," Uzzell said.

The ABC Commission said it would continue to monitor LB&B Associates and work on the issues contributing to the shortage.

OR: Sobering Statistics

Oregon Business
Written by Sander Gusinow
October 19, 2021

Higher sales, lower revenue: how the COVID-19 pandemic drained Oregon's beer industry

Some industries are considered "recession-resistant": when people have less money to spend, certain sectors — like grocery and funeral services — remain strong. And some — like cosmetics — actually do better, as consumers look for cheaper ways to treat themselves.

Historically, alcohol has been one of these industries, and the pandemic recession has been no exception: according to a June report from International Wine and Spirits Record (IWSR), sales of alcohol in the United States saw a record spike in sales in 2020, with an overall increase of 2%, the largest since 2002.

But Oregon alcohol producers have struggled. According to the Oregon Liquor and Cannabis Commission, brewers sold 324,159 fewer barrels of beer in Oregon in 2020 than 2019, a decline of 22%.

So what gives?

According to state economist Josh Lehner, the drop in on-premise sales of draft drinks and rise of grocery store sales have been "brutal" for microbreweries that rely on onsite and restaurant sales of alcohol as their main revenue source.

"Most Oregon breweries do taprooms, brewpubs and distribution to bars and restaurants," says Lehner. "Grocery store sales did well, but that's a mix of some local beer, but a lot [more] national beer."

Ninkasi Brewery in Eugene expanded its taproom restaurant space in January of 2020, but the onset of the pandemic forced the brewery to shut down its new facility and pivot its business model to more online to-go sales.

Jaclyn Rudebeck, Ninkasi's chief operating officer, says that her company's existing presence in grocery stores prior to the pandemic helped to soften the economic blow. But even though retail sales sell more alcohol by volume, the brewery's profit margin in grocery stores is significantly lower.

"We saw an increase in our package sales for sure, especially in our early months, but the challenge is that the products that saw the biggest increase in sales are the ones with the lowest profit margin, like mixed variety packs," says Rudebeck. "Our draft sales really took a hit."

Ninkasi has seen slow but steady growth in draft sales since indoor dining reopened. Grocery sales are not as high as they were in 2020, but Rudebeck expects 2021 grocery sales to be strong compared to 2019.

Lehner says he expects beer sales to "pop back up nicely" for Oregon breweries in 2021, and that Oregon's growing distillery ecosystem has benefited where microbreweries have struggled.

"Liquor sales are up. The sales at liquor stores directly to customers more than offset the drop in sales to the bars and restaurants," says Lehner.

Increasing trends in e-commerce will also be something to watch as the industry regains its footing. The IWSR also reports that sales of wine and spirits have increased drastically. Drinks Market Analysis, a 42% jump, allowing the United States to overtake China as the country with the highest online liquor sales.

As Oregon's iconic craft beer industry recovers, Oregon's alcohol industry could emerge stronger than before, as Oregon distillers have had the opportunity for growth. But there is still reason for caution, especially for the state's wine industry, which has suffered despite increased demand — due to wildfires, inconsistent weather and other climate-change impacts.

If grocery store sales remain strong, it could portend a permanent shift in consumer buying behavior, which might mean draft sales never recover fully — at least in restaurants.

If that is the case, it will be up to breweries to find new ways of delivering draft to customers, like Goose Island's roaming beer ice cream truck.

"We have really been working to reinvent the draft business, but also being aware that retailers and distributors have changed," says Rudebeck. "Everybody's a little more risk-averse now."

LICENSE STATE NEWS

AK: Life vs. Liquor: The average Alaskan would give up four years of their life to keep drinking alcohol, survey reveals

Anchorage Press
October 20, 2021

Science and Sobriety: There are many behaviors and habits we've developed and continue despite studies having proven that they have adverse health complications - from smoking cigarettes and drinking too much coffee, to the overconsumption of processed food and skimping on exercise. A recent major study found that drinking any amount of alcohol has a negative impact on the brain and is linked to increased risk of developing more cancers than previously thought. However, many people continue to drink despite knowing that it could take years off their lives as evidenced by a recent 3,700-person survey conducted by Alcohol.org a leading provider of alcohol addiction treatment resources.

The survey discovered that nearly a third (30%) of respondents admit they ignore frequent studies that warn of the health risks of alcohol. And despite many studies cautioning that alcohol can take years off consumers' lives, **the average Alaska drinker would even be willing to give up four years of their life if it meant they could continue to drink!**

Infographic showing how many years of life Americans are willing to forgo across the country

Perhaps due to clever marketing, the survey also found that more than a third (37%) of drinkers believe craft beer is healthier than regular commercial beer, despite many craft beers containing a higher ABV. The more alcohol a beer contains, the more calories it will likely contain and if you're consuming it frequently, it may create a dent in a healthy lifestyle.

Almost half of respondents also believe moderate consumption of alcohol has health benefits, despite studies showing otherwise. A separate study conducted recently found that 46% also thought alcohol reduces an individual's risk of developing cardiovascular disease; while 31% wrongly believed it can actually increase life expectancy. A further 15% thought it prevented you from catching a common cold, and 8% even believed it lowers the risk of diabetes.

The survey by Alcohol.org also uncovered that a staggering 89% think wine is the alcohol that has the greatest health benefits — is this because it is made from fruit?! Seven percent thought spirits have the biggest health benefits, while 4% believed beer does.

Lastly, if given the choice between giving up coffee or giving up alcohol for the rest of their lives, more than a third (37%) would give up their morning joe every single day for the sake of being able to drink alcohol.

INTERNATIONAL NEWS

India: Pricing delays due to new policy may hit alcohol sales in Delhi

Last month, Delhi shuttered more than 260 private vendors as it transitioned to the new excise policy

Mint

By Varuni Khosla, Suneera Tandon
October 20, 2021

NEW DELHI : Alcohol producers and retailers are bracing for a period of uncertainty, with no clarity on the pricing of liquor to be sold in Delhi under a new excise policy.

The delay will affect both manufacturers, who need to re-price and label bottles afresh, and new retailers who need to start selling alcohol from 17 November. The period of uncertainty coincides

with the peak festive season as well as the wedding season.

Last month, Delhi shuttered more than 260 private vends as it transitioned to the new excise policy. People who got licences in fresh bids are slated to open stores by mid-November. Consumers in Delhi have been scrambling to get liquor of their choice as only government-run stores are operating with limited stocks.

At least three liquor manufacturers confirmed that no pricing decision has been communicated to them yet. Two retailers said they expect delays in receiving fresh stocks as the excise office has yet to decide on the pricing and labelling decisions.

Delhi's excise office was expected to decide on alcohol pricing soon after bidding closed around 15 September. However, there has been no movement on that front.

There were no responses till press time to emails sent and calls made to the excise commissioner's office.

"They (the excise office) haven't given any instructions yet. We have no clue what the labelling is going to look like or what the pricing is going to be because they haven't given any pricing guidelines. They have also said that the pricing is going to be done in consultation (with the stakeholders), but there is no clarity on that either," said Siddharth Banerji, MD, Kyndal Group, which sells The Macallan and The Famous Grouse, among other premium brands.

Labelling details on every alcohol bottle usually include the maximum retail price (MRP), the name of the company or the distributor.

"It appears to be a bit of an experimental idea. By the time this whole thing falls into place, it will be March. Without these, smaller brands will have difficulties because they will not be able to get into all the 800+ new outlets," he said.

After the completion of the tendering process, the new allottees or those who now hold the L-7Z licences for the stores were to be given two weeks to submit their inputs on the MRP to Delhi's excise commissioner, who would then also take into account the price of the product in the neighbouring states of Haryana, Uttar Pradesh, Punjab and Rajasthan to arrive at the MRP.

The licensees or retailers are free to give concessions or discounts on the MRP once the stock hits the store.

Ankur Jain, founder of B9 Beverages, which owns Bira 91 beer, expects the situation to stabilize in the medium term. There is some uncertainty around the pricing, but the policy seems to be clear that minimal excise tax will be levied. "Retailers are free to potentially price the products as they deem fit. So, there will be some sort of price competition, which is always healthy," he said.

The new liquor policy attempts to ensure an equitable number of liquor vends across Delhi. The city has been segregated into 32 zones, each of which has 8-10 wards. Every ward has an average of 27 vends or liquor outlets, which will offer a walk-in experience.

Australia faces a BOOZE shortage as owner of Dan Murphy's and BWS warns shelves could be empty within weeks

Daily Mail

By Tita Smith

October 20, 2021

Australia is facing an **alcohol** shortage with industry experts warning liquor store shelves could be stripped bare of some popular drinks within weeks.

Endeavour Group, the owner of Dan Murphy's and BWS, said major disruptions to supply chains across the globe has hampered access to some beverages.

Stocks affected include imported drinks such as liqueurs and spirits, with the Covid-19 pandemic continuing to cause logistic problems worldwide.

Chief executive Steve Donohue said sourcing issues have been exacerbated as Australians celebrating coming out of **lockdown** empty shelves.

'We have proactively allowed for more lead time when importing products to mitigate any potential **supply chain** delays,' he said.

'There are also some stock constraints on imported liqueurs and certain spirits across the world, with many customers getting into making cocktails at home with bars and venues closed during lockdown.'

While access to a number of overseas products remains uncertain, Mr Donohue said the company is confident Australians will still be able to pick up their favourite drinks ahead of the festive seasons.

'We don't expect any major disruptions for customers leading into Christmas.

'If a customer temporarily can't find their favourite imported drink, they will be able to find suitable alternatives in our stores.'

More than 500 local brands have been added to the beverage chain's network since the start of the pandemic.

'We have more Australian-made drinks than ever before in our stores, so we encourage customers to support Australian-made drinks leading up to Christmas,' he said.

The company also operates alcohol delivery service Jimmy Brings and more than 340 pubs across the country.

The warning comes as discount retailer The Reject Shop advised it was expecting shortages due to international supply issues.

Chief executive Andre Reich said the complications would likely continue until June and were affecting the majority of the stores products, including access to food, packaged goods, and homewares.

Sweden: Alcohol monopoly Systembolaget to offer home delivery across Sweden

The Local
October 20, 2021

The Swedish alcohol chain Systembolaget has trialled home delivery in select areas since 2019, but soon the service will be available for all Swedish regions.

From October 25th, residents of Gotland, Jämtland and Norrbotten will be also able to order alcohol from Systembolaget. Although these regions have been able to order alcohol to an *ombud* – a local delivery point such as a supermarket or post office – residents will now be able to order alcohol for home delivery.

Tobias Frohm, director of e-commerce at Systembolaget, described the news as a “milestone”.

“Home delivery is an important part of our service, and demand has increased in line with people’s changing buying habits,” he said.

However, there are still strict rules in line with Sweden’s tough alcohol laws – delivery couriers are unable to deliver outside of Systembolaget’s opening hours, meaning no alcohol delivered after 8pm on a weekday or 3pm on a Saturday (even if your driver is running late).

Drivers also have to undergo a course to ensure that they follow Systembolaget’s sales rules – meaning drivers will check ID to ensure no deliveries to people under 20, no deliveries if they suspect you’re buying on behalf of somebody underage, and no deliveries to those under the influence of alcohol.

Those wanting to order home delivery must also plan well in advance – deliveries take between four to six working days for items in Systembolaget’s central warehouse, or between eight to twelve working days for items that must be ordered externally.

The lowest delivery charge is 120 kronor for one package (holding up to 12 bottles of wine, 6 boxes of wine or 24 cans), increasing by 80 kronor for each extra package.

PUBLIC HEALTH NEWS

Alcohol is one of the biggest risks for breast cancer, warns World Health Organization

Euronews.next
By Pascale Davies
October 19, 2021

There is no safe level of alcohol consumption and the risk of breast cancer increases with each unit of alcohol per day, says the World Health Organization (WHO).

Alcohol consumption is one of the “major modifiable risk factors” for the disease, the WHO said during Breast Cancer Awareness Month.

The health body says breast cancer is the most frequently diagnosed cancer type in the WHO European Region, with 1,579 women diagnosed with breast cancer every day, and estimates that alcohol causes seven of every 100 new breast cancer cases in the European region.

“Many people, including women, are not aware that breast cancer is the most common cancer caused by alcohol among women globally,” said Dr Marilyns Corbex, Senior Technical Officer on noncommunicable diseases, WHO/Europe.

“People need to know that by reducing alcohol consumption they can reduce their risk of getting cancer. It doesn’t matter what type, quality or price alcohol is.”

Europe has the highest rate

The WHO European Region, which comprises 53 countries, has the highest rate of new breast cancer diagnoses compared to any of its other regions.

The International Agency for Research on Cancer (IARC) said in 2020 that alcohol consumption was responsible for almost 40,000 new breast cancer cases in Europe.

*Alcohol can also increase the risk of cancers of the mouth, throat, oesophagus, liver, voice box and large intestine and rectum*Getty via Canva

The same data shows that breast cancer has become the most common cancer globally. More than two million new cases were estimated in 2020, with about 100,000 of these attributable to alcohol consumption.

No safe level of consumption

The WHO says that more than 10 per cent of alcohol-attributable cancer cases in the European region arise from drinking just one bottle of beer (500 ml) or two small glasses of wine (100 ml each) every day.

For breast cancer, this is even higher, with 1 in 4 alcohol-attributable breast cancer cases in the region being caused by this amount.

How does alcohol harm the body?

The IARC classifies alcohol as a Group 1 human carcinogen and it is linked to seven types of cancer.

Not only can alcohol increase the risk of breast cancer, it can also increase the risk of cancers of the mouth, throat, oesophagus, liver, voice box and large intestine and rectum.

“Simply put, alcohol is toxic. It harms every organ while it passes through the body,” said Dr Carina Ferreira Borges, Acting Director for Noncommunicable Diseases and Programme Manager for Alcohol and Illicit Drugs at WHO/Europe.

She recommended limiting the amount of alcohol and replacing alcohol with other beverages. She also urged nationwide policies that help to reduce alcohol consumption.

The WHO also recommends that countries make alcohol less affordable (for example increasing taxes), banning or restricting alcohol marketing across the media, placing health warnings on alcoholic beverages and reducing the availability of alcohol (i.e. regulating sale hours).

Implementation of WHO's recommended public health policies has been slow globally, says study

News Medical and Life Sciences

Reviewed by Emily Henderson, B.Sc.

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Karolinska Institute Implementation of WHO's recommended public health policies on alcohol, unhealthy foods and tobacco has been slow globally, according to a study led by researchers at Karolinska Institute and the London School of Hygiene & Tropical Medicine, published in the journal *The Lancet Global Health*. The study found particularly low implementation in poor, less democratic countries and where corporations had more influence for example through corruption and political favoritism.

In 2013, the World Health Organization's 194 member states endorsed a list of so-called 'Best Buy' policies to combat non-communicable diseases (NCDs), such as heart disease, cancer, diabetes and chronic lung disease.

The list includes 19 interventions targeted at preventing, monitoring and treating NCDs, with a particular focus on harmful products such as tobacco, alcohol and unhealthy foods. These policies could play a vital role in achieving the United Nations' Sustainable Development Goal target of cutting premature NCD mortality by a third between 2015 and 2030.

In the study, the researchers examined to what extent WHO member states had implemented the policies and analyzed if national level indicators correlated with the degree of implementation. The analysis is based on three so-called NCD progress monitor reports, where the degree of implementation of NCD policies is reported, as well

as a framework of national indicators developed by the study authors.

The researchers note that on average, only a third of the public health policies had been fully implemented in 2020. When awarding a half-point for partially implemented policies, the average implementation score was 47 percent in 2020, up from 45.9 percent in 2017 and 39.0 percent in 2015.

Low scores for alcohol, junk food and tobacco measures

Implementation was lowest for policies targeting alcohol, unhealthy foods and tobacco. For example, around two-thirds of countries had not implemented WHO recommended restrictions on marketing of unhealthy food to children in 2020. Implementation of measures targeting alcohol use, including restrictions on sales and advertising, even eased between 2015 and 2020, while for measures targeting tobacco, it improved somewhat. The most widely implemented interventions were clinical guidelines and national action plans and targets to combat NCDs.

"Our study found slow overall implementation of WHO's recommended NCD policies, especially when it comes to measures targeted at risk factors such as smoking, alcohol and unhealthy foods," says corresponding author Hampus Holmer, researcher at the Department of Global Public Health, Karolinska Institute, who conducted the study in collaboration with Luke Allen, research fellow at the London School of Hygiene & Tropical Medicine, U.K., and Professor Simon Wigley at Bilkent University, Turkey.

This is worrying since non-communicable disease is already the most common cause of death, including premature death, in the world today. Several of these diseases are also linked to an increased risk of dying of infectious diseases such as COVID-19 or tuberculosis."

Hampus Holmer, Study Corresponding Author and Researcher, Department of Global Public Health, Karolinska Institute

Progress was especially slow in low-income countries and countries with less democracy. At the bottom of the list are three countries in West Africa—Equatorial Guinea, Guinea-Bissau and Sierra Leone—with one to two partially implemented policies. Norway and Turkey are at the top of the list

with 90 percent fully or partially implemented measures.

Correlation with corporate influence

The researchers found that the positive relationship between democracy on implementation was cancelled out in countries with above-average levels of corporate influence. Corporate influence was measured using an existing index with 25 metrics of corporate power, including corruption, bribery, government official favoritism, foreign investments and foreign contributions to political campaigns. Lobbying was not part of the assessment due to a lack of reliable data for many countries, which is a limitation of the study.

"Our analysis shows that corporate political influence is associated with the degree of implementation - the more influence corporations had, the lower the degree of implementation of preventive public health measures," says Luke Allen, the first author of the study. "While we cannot establish causality, our findings indicate that more work is needed to support particularly low-income countries in introducing effective NCD policies, especially around commercial determinants."

Source: Karolinska Institute

Journal reference:

Allen, L. N., et al. (2021) Implementation of non-communicable disease policies from 2015 to 2020: a geopolitical analysis of 194 countries. *The Lancet*. doi.org/10.1016/S2214-109X(21)00359-4.

INDUSTRY NEWS

The Next Draft: A brewery's dream of changing the distribution game dies

Everett's Night Shift Brewing sells 5-year-old distributing company

Worcester Magazine

By Matthew Tota, Correspondent

October 19, 2021

Night Shift Brewing broke into the distribution business in 2016 with all the fire of a revolutionary, vowing to fix what it called a broken system from within.

The Everett brewery — as both an independent brewer and distributor — would take on the big

wholesalers who dominated the industry and balance a game that for years has chewed and spit out the little guys.

“The current system is anti-competitive, stifles innovation in distribution, and creates a large barrier to entry for new distribution companies — we’re committed to changing that,” Night Shift said at the time. “After watching wholesalers squash every brewery effort to reform year after year, we finally decided — it’s time to work within the broken system to offer ourselves and our brewery friends a new model.”

I would love to say that in this case, the little guy prevailed; change came. But not so: Last month, Night Shift announced it would fold its distributing company into one of the largest craft beer wholesalers in the country. The cost and effort to scale up in the distribution business proved too much for Night Shift to bear.

So Night Shift struck a deal with Sheehan Family Companies, a wholesaler with one of the largest distribution networks in the country, to purchase the brewery’s distribution company and acquire the distribution rights to its portfolio in Massachusetts and Connecticut, beginning this week.

Sheehan, worth more than a billion dollars, operates 17 different distributors across 12 states and the District of Columbia. And it recently acquired the Massachusetts distribution rights to Framingham brewer Jack’s Abby.

Speaking to the industry publication *Brewbound*, Night Shift co-founder Rob Burns offered a sobering perspective on why the experiment failed, the confidence and optimism the brewery had five years ago replaced by the cold reality of dollars and cents.

“There’s a reason why wholesalers are consolidating across the country,” Burns told *Brewbound*. “It is a game of scale. It is a game of maximizing trucks and dollars per drop and logistics, and we are not going to be able to match that. We’re just not going to be able to get there. There’s too much market pressure. When craft was growing double digits, it was a lot easier to see a pathway to get there, or to at least be a force in the market for a longer time.”

Still, Night Shift Distributing managed to assemble an impressive list of 35 partners over its run, including breweries, wineries and distilleries. NSD

had amassed 2,000 accounts and delivered over 2.4 million cases of beer, wine and spirits.

Sheehan has started talking with NSD’s partners about joining its massive network.

Many of NSD’s former partners, including the rapidly growing non-alcoholic brand from Connecticut, Athletic Brewing Co., which increased production by about 400% last year, have much to gain from jumping into Sheehan’s empire. The distributor’s network and legion of sales representatives can easily help grow a brand already intent on expanding its distribution volume outside of the state.

I’m not so much concerned with them, as I am the smaller breweries that want to distribute, but don’t have the volume to attract a distributor the size of Sheehan.

Take Worcester’s Redemption Rock Brewing Co., which suddenly finds itself without a distributor. Redemption Rock joined NSD last year in an effort to expand its footprint in the Boston area, while continuing to self-distribute in Central Massachusetts. Allowed to go at its own pace, Redemption Rock started by sending a couple of pallets to NSD a month.

“In the last month we did three pallets,” said Redemption Rock CEO Dani Babineau. “Our goal was to increase the amount we were getting over to them. It’s a fine balance between what we send them and what we have in the taproom.”

Redemption Rock loved that NSD was itself a brewery and understood the challenges of trying to grow. It cared for the beer as its own, keeping it cold from the warehouse to the package store. And it did not require lifetime contracts.

Before news of the sale broke late last month, Burns told Babineau Night Shift could no longer distribute Redemption Rock beer by email first, then the two, both part of the Mass Brewers Guild Board of Directors, talked by phone. Burns, Babineau said, told her Night Shift would happily help Redemption Rock find a new distribution partner.

Redemption Rock doesn’t know whether it could strike the same pressure-free deal with Sheehan. Babineau said the brewery would be open to talking with the company about its distribution rights, though.

“We have a lot of respect for Night Shift,” she said. “It clearly feels good about Sheehan as a distributor.”

While losing its distributor isn’t ideal for Redemption Rock, Eastern Massachusetts still only represents a small portion of its distribution sales. If you live or work in that area and looked forward to regular shipments of fresh Redemption Rock beer, you may not see the same volume coming to your local package store, at least until the brewery signs with another distributor.

Meantime, Redemption Rock has chosen to look at the end of its relationship with NSD as a fresh start. It has more time now to consider its options now, time it maybe couldn’t afford to spend last summer amid the craziness of the pandemic.

“First and foremost, we want to start talking with some of the retail customers in the Boston area about what distributors they like. We want to see who gives these smaller accounts the proper attention,” Babineau said. “We want to make sure our priorities align. We’re a small brewery, so if someone has a 10 pallet a month minimum, we can’t hit that.”

As BrewDog delays its IPO, should it consider abandoning flotation altogether?

The Grocer
By Daniel Woolfson
October 19, 2021

BrewDog has been seemingly unstoppable, even in the face of turbulent times. But even the cult beer brand couldn’t escape unscathed from the pandemic, it seems.

Founder James Watt has reportedly pushed back plans to float for what could be another one or two years, after advisers and banks advised an IPO should be delayed because Covid has made the hospitality industry too unpredictable. “Could it be sometime in 2022? Maybe. 23? Maybe,” he told The Telegraph this week.

But could the decision to delay the IPO go deeper?

BrewDog is an ingenious brand. With great product. And its marketing, though often controversial, eyebrow-raising or just downright annoying, is secretly the envy of many in the industry. It is no

stretch to say that it has almost single-handedly changed the UK beer market.

It is still much-loved by consumers, too. Punk IPA is, after all, the UK’s third biggest ale brand, while its Hazy Jane beer is fast rising steadily up the ranks. Surely that would be an attractive prospect for investors.

But everything that makes BrewDog a powerful, innovative brand, let alone that lets it get away with its various controversies, is, frankly, anathema to what makes a successful public company.

A public company the size of BrewDog would likely not have got away as lightly as it did with the culture of fear allegations without serious pressure from institutional investors. Who knows what that debacle could have done to its share price?

Were BrewDog public when that happened, a substantial ‘blood sacrifice’ would likely have been forced. Instead, Watt has responded to the allegations with policy changes such as the introduction of exit interviews and an employee representative group, an independent review of its culture, and, as the Telegraph article reveals, updating its employee handbook to reflect its “high performance culture”.

Going public also requires people with bona-fide corporate plc experience. BrewDog has recruited a number of these people from the likes of Red Bull, Lucozade Ribena Suntory (now called Suntory Beverage & Food) and Just Eat over recent years, but many of them have left within months of joining. Investors might view this as a red flag.

But it is by no means impossible. For all its eccentricities and issues, at its core BrewDog is very good at making, selling and, crucially, marketing beer. Its enduring ability to turn heads and generate headlines is undeniable.

So much so that it raises the question whether BrewDog should float in the first place. Arguably, subjecting BrewDog to the rigorous checks, balances, standards and scrutiny of being a plc could force it to do things slower, take things more carefully and avoid winding people up in pursuit of stability and access to capital – neutering the brand. There are, after all, other ways to grow without going public.

The problem, of course, is that BrewDog has been using the promise of an IPO to appeal to investors since the latter half of the past decade. Whether that's its legion of 'Equity Punks' or TSG Consumer Partners, the American firm that owns a 22% stake in it.

Hence Watt will no doubt be wondering just how long they will be willing to wait for the glorious exit. Private equity firms are not known for extreme patience. Keeping investors happy while trying to find a solution for the business that does not compromise everything that made it a success in the first place is no minor balancing act.

Still, if two blokes can turn a DIY garage brewery into one of the UK's most valuable fmcg brands in under a decade, it's not unreasonable to think they might be able to pull this off, too.

EDUCATION NEWS

Tech hosts National Collegiate Alcohol Awareness week

Daily Toreader.com

By Tana Thompson, Staff Writer

October 19, 2021

National Collegiate Alcohol Awareness Week began Monday, Oct. 18 and ends Friday, Oct. 22. Colleges across the country are aiming to help students become more aware of alcohol abuse, drunk driving and how to make healthier decisions.

Mia Chu, a Risk Intervention and Safety Education alcohol and drugs committee chair, said this week's mission is to raise awareness on alcohol and alcoholism, encourage safe drinking practices and to remind students of the different options they have. If students are of legal age and choose to drink, events this week will show them how to do that safely.

"Alcohol is very normalized and it is everywhere," Chu said. "It's easier to access and I think a lot of students may have symptoms of alcoholism and they might not even know it. I would say it's prevalent because it's just such a common drug and a lot of students, being away from home for the first time, have access to it when they didn't really before."

Loni Crosby, an administrator and adviser for student activities, said students have an idea of

college and believe they are supposed to drink and party while they are here.

A one-time event where a student thinks it is okay to drink could lead to a lifetime of addiction, Crosby said.

"I don't think that college students plan to drink but they see it as expected in college," Crosby said. "It can lead to a situation where they have an addiction that lasts for years due to that personality or genetic code where they have addictions. College is not a place to just come party and drink, it's a place to learn and have good experiences."

Adam Orlov, a fourth-year agricultural economics student from Lufkin, said students can be affected mentally and physically by alcohol. It can make a student depressed or bring them anxiety, and it can cause damage to a person's liver, cardiovascular system, brain or cause cancer.

Trevor Wilkinson, a second-year honors sciences and humanities and English student from Clyde, said it is inevitable that college students drink.

"I think college is a very stressful and chaotic time and I think some students drink to try and make their problems go away, others simply do it to have fun, and some do it to fit in," Wilkinson said.

Tech offers resources on campus for students who are addicted to alcohol, like the Student Health Center, where students can go to Student Counseling and visit the Center for Addiction and Recovery, Crosby said.

The Student Activities Board also directs events for alcohol awareness and promotes the resources Tech offers, Crosby said.

"Tech offers an abundance of resources for students who are addicted to alcohol," Wilkinson said. "RISE has so many programs to get students back on track as well as counseling."

National Collegiate Alcohol Awareness Week sheds light on the bad things that alcohol can cause and helps students understand that alcohol can be dangerous for their bodies, future goals and aspirations, Wilkinson said.

The sponsors of National Collegiate Alcohol Awareness Week will be hosting events everyday. More information on events can be found on the Student Activities Board website.

Op-ed: Underage drinking at Northeastern has become a cause for concern

Northeastern students partying recklessly in surrounding communities is concerning and deserves our attention.

The Huntington News

By Yeva Khranovska, contributor

October 19, 2021

With the easing of COVID-19 restrictions since last semester and the return to on-campus instruction, there has been a surge in off-campus partying and underage drinking.

On Thursday, Sept. 9, alcohol was confiscated from underage people on Columbus Avenue. And days later, Sept. 17, within a minute of one another, two Northeastern students were transported to the hospital due to intoxication. These are just some instances of the increasing issue of reckless student alcohol consumption at Northeastern. There has been recorded intoxication at the Midtown Hotel, Stetson West, West Village A, the Westin, Kerr Hall and 116 St. Stephen St. in just over two weeks.

In the wake of mass gatherings of Northeastern students on Mission Hill, Fenway and Roxbury, an email sent by Senior Vice Chancellor of Student Affairs Madeleine Estabrook mentioned “a series of deeply concerning complaints that the university has received from civic associations and residents of Roxbury and Mission Hill,” and announced that Northeastern University Police Department, or NUPD, Boston Police Department, or BPD, and Inspectional Services division will increase their presence in these areas. But, this does not address the root of the issue at hand: dangerous underage drinking.

The abundance of the unruly gatherings was not a surprise to the student body. It was only days before the email that some students took to Reddit to vent out their frustrations about the careless behaviour of student partiers and drinkers. With the rising tensions among students and the residents of neighboring areas, the one thing becoming abundantly clear is that there is an issue among Northeastern students, one which is spilling over into neighboring communities.

Alcohol education reduces underage drinking and alcohol related harms in first-year college students. An online course is what stands between

irresponsible drinking and safe habits. In the same vein, the National Institute of Justice recommends a series of actions centered around education and community to prevent crime in schools. Currently, Northeastern does offer alcohol education modules and provides a list of resources online, but there is simply not enough done to ensure that the students take in that information. The program desperately needs to be reformed, and if recent events are not evidence enough, I don’t know what is. It is of paramount importance that alcohol education is adequate and contextually relevant. In fact, studies suggest that a combination of focused prevention programs and enforcement of drinking laws have the highest impact on underage drinkers. Increasing police presence is a temporary solution to a serious situation: a situation which needs to be dealt with in a lasting and comprehensive way.

In 2010, underage drinking cost the United States \$24 billion. Clearly, there is a much larger predicament at hand than just some college students looking to have a great time. No one drinks until they are head first in the gutter for fun. No one drinks until they are in the ER for fun. No one drinks themselves half to death for fun. Any action taken by the university that fails to acknowledge that will be short-sighted, misguided and negligent. Northeastern’s management needs to make evidence-informed decisions about the health and safety of their students. The university has a responsibility to turn their eyes inward, away from the happenings at Mission Hill, Fenway and Roxbury, and take a long hard look at the troubles festering at home.

Yeva Khranovska is a second-year political science and philosophy combined major. She can be reached at khranovska.y@northeastern.edu

DAILY NEWS

FMCSA makes new rule to downgrade licenses after alcohol and drug violations

DATA C

October 19, 2021

Starting on November 8, 2021, a new rule established by the Federal Motor Carrier Safety Administration (FMCSA) will take effect, requiring truck drivers who have a positive drug or alcohol test results to have their licenses downgraded.

With this new rule, the FMCSA plans to amend its regulations to establish requirements for state driver's licensing agencies (SDLAs) to access and use information in the Clearinghouse.

Additionally, as of November 18, 2024, states will be prohibited from issuing, renewing, upgrading or transferring commercial driving licences (CDL) and commercial learner's permits (CLP) for drivers prohibited from driving a commercial vehicle due to one or more drug or alcohol violations.

States will be required to remove the CLP or CDL privilege from licenses of drivers subject to the CMV driving prohibition, resulting in a license downgrade until the driver complies with return-to-duty (RTD) requirements.

The new rule will also permit all enforcement officers to easily identify prohibited drivers by running a license check during roadside interventions or inspections.

According to FMCSA, the rule will ensure that drivers with drug and alcohol violations are prohibited from operating commercial vehicles until they complete their RTD process. Furthermore, in a written statement, the FMCSA has added that the rule "closes that knowledge gap," allowing the states "to determine whether CMV drivers licensed in their state are subject to FMCSA's CMV driving prohibition."

There have also been concerns raised regarding the follow-up effects of FMCSA's Drug and Alcohol Clearinghouse, with over 100,000 positive tests recorded over the last two years, with relatively few of those drivers having completed documented RTD procedures. As well, with the growing acceptance of cannabis use across the U.S. and in Canada, many drivers have called for a reliable roadside test to establish impairment.

"It's moving to being viewed like alcohol," said Knight Transportation Chairman Kevin. "It's sad to think that" in a setting where the drug is legal and on personal time a "driver maybe smokes a joint – am I saying that right? – and then they're done [in trucking]."

The final rule also amends the way employers' reports of "actual knowledge" violations are managed in the Clearinghouse. Currently, employers who have actual knowledge of a driver's prohibited use of drugs or alcohol based on a citation or other

document charging DUI in a commercial vehicle are required to report the "actual knowledge" violation to the Clearinghouse.

The new rule clarifies that a CLP or CDL holder charged with DUI in a CMV is prohibited from operating a CMV until they complete the return-to-duty process, regardless of whether the driver is ultimately convicted of the offence. As well, the rule also amends Clearinghouse regulations by requiring that this type of actual knowledge violation remain in the Clearinghouse for five years, or until the driver has completed RTD, regardless of conviction of the DUI charge.

Kate Middleton Addresses New 'Taking Action on Addiction' Campaign to Raise Awareness of Drug & Alcohol Abuse Impact

Yahoo! Life

By Aaron Royce

October 19, 2021

Kate Middleton launched today The Forward Trust's new campaign, Taking Action on Addiction, which aims to increase the understanding of drug and alcohol addiction's various causes and impacts.

Middleton notably addressed the Trust with a passionate speech, highlighting the importance of understanding addiction's causes to remove the shame surrounding it.

"We can all play our part in helping this work by understanding, by listening, by connecting so that together, we can build a happier, healthier, more nurturing society," she said.

The Forward Trust is a British charity that aims to break patterns of addiction or crime in people's lives, as well as prepare them for a positive future. The organization's Taking Action on Addiction campaign extends that goal with the mission to reduce judgment and misconceptions towards addiction and those affected by it, as well as offering help for those in need.

The Duchess of Cambridge wore a red turtleneck top and matching pleated Christopher Kane skirt for the occasion, paired with a brown DeMellier top-handle bag. Her look was grounded with a matching brown Ralph Lauren pumps, which featured stiletto heels and pointed toes.

View the Duchess of Cambridge's Taking Action on Addiction speech below.

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