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Email Alert

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Updating you about current events in the battle against addictions

Alcoholic Energy Drinks

On December 28, the Wall Street Journal reported that MillerCoors had announced plans to stop producing and selling caffeinated alcoholic beverages such as those sold under the Sparks brand. This move comes in response to a settlement between the company and a group of state attorneys general (and is similar to an agreement reached with Anheuser-Busch in 2007 with regard to its Spykes product line.)

According to the Center for Science in the Public Interest (CSPI), alcoholic energy drinks or "alcospeed" are generally flavored alcoholic beverages which are premixed with stimulants like caffeine, guarana and ginseng. There is concern that mixing stimulants with alcohol can makes individuals feel less intoxicated than they actually are causing them to drink more than they might otherwise. According to one study, 15% college students report mixing alcohol with energy drinks in order to drink more and feel less drunk. Another study showed that college students who drink "alcospeed" are more likely to report negative consequences like unwanted sexual experiences or injuries from riding with a drunk driver. These alcoholic beverages often have similar names and packaging to non alcoholic energy drinks which can lead to confusion among consumers while at the same time making it easier for underage drinkers to hide their consumption from parents and other responsible adults.

Sparks has become the market leader among alcoholic energy drinks and MillerCoors plans to continue selling a reformulated version which does not contain caffeine, taurine, guarana and ginseng.

To learn more about Energy Drinks and the potential dangers associated with them, join us for a training on January 23, 2008 from 9:00-11:00 am at our offices in Uncasville. Although the training is free, registration is required. Call us at 848-2800 or visit us on the web at www.sectrac.org.

Sources

<http://www.jointogether.org/news/headlines/inthenews/2008/millercoors-agrees-to-stop.html>

<http://cspinet.org/new/200809082.html>

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