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Updating you about current events in the battle against addictions

DRANK™

Extreme Relaxation Beverage

Innovative Beverage Group, a Houston based beverage distributor, is selling a new product called Drank in at least 45 cities, mostly in the South. The carbonated beverage sold in a purple can contains melatonin, valerian root and rose hips. According to their website, www.drankbeverage.com, the manufacturers call Drank the "first extreme relaxation drink to hit the market." They claim it will "calm and relax you".

There is some controversy associated with the product. There have even been allegations that the makers of Drank as well as a rival product called Purple Stuff are actually promoting drug use. You see, *drank* is also a slang term for a recreational drug made by combining prescription strength cough medicine with soft drinks. It first became popular in the underground rap scene in Houston and has now spread throughout the South. It is referenced in several musical genres including rap, hip-hop and punk.

The cough medicines used in making *drank* usually contain codeine (a potent respiratory depressant) and promethazine (an antihistamine with CNS depressant effects). The mixture has the potential to cause death as a result of respiratory or cardiac arrest. In fact Houston hip-hop singer DJ Screw who popularized the mixture actually overdosed on it and died in 2000.

Peter Bianchi, inventor of Drank, says he is "...not advocating drug use at all but instead merely offering an innocuous beverage to stressed out individuals. He calls it "carbonated counterprogramming... to the ..."energy drink" category.

According to the company's website, there are no Drank distributors in Connecticut. The nearest distributors are located in Pennsylvania and New Jersey. However, the product can be ordered online.

Sources:

<http://www.drankbeverage.com>

http://en.wikipedia.org/wiki/Purple_drink

http://www.nytimes.com/2009/01/04/magazine/04wwln-consumed-t.html?_r=2&scp=1&sq=drank%20relaxation&st=cse

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