Alcohol Energy Drinks: A Dangerous Mix

December 2007

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Energy drink

Energy drinks are soft drinks advertised as being specifically designed to provide energy. Generally they include a combination of methylxanthines (including caffeine), B vitamins, and herbal ingredients. Other ingredients commonly include guarana (extracts from the guarana plant) or taurine plus various forms of ginseng, maltodextrin, inositol, carnitine, creatine, glucuronolactone and ginkgo biloba. Some contain high levels of sugar, while most brands also offer an artificially sweetened version. The central ingredient in most energy drinks is caffeine the same stimulant found in coffee or tea, often in the form of guarana (as in Josta, for example) or yerba mate.

The average 237 ml (8 fl. oz.) energy drink has about 80mg of caffeine, about the same amount as a weak cup of coffee, with 480 ml (16 fl. oz.) drinks containing around 150mg, although recent drinks have created a stir by containing as much as 300mg of caffeine. The amount of quantitative 'energy' (as measured in Calories) found in these drinks is often lower than that found in regular soft drinks[1] and currently there is no scientific basis for concluding that the non-caffeine elements in these drinks contribute to either short-term mental alertness or physical performance.[2]

These drinks are typically marketed to young people, and people 'on the go.' Approximately 65% percent of energy drink users are under the age of 35 years old, with males representing approximately 65% of the market.[3]
Increased Risk of Injury

Wake Forest University School of Medicine researchers found that students who mixed alcohol and energy drinks likely had double the risk of being hurt or injured, requiring medical attention, driving with an intoxicated driver, being taken advantage of sexually, or taking advantage of another sexually.

A lead researcher explained, "Students whose motor skills, visual reaction times, and judgment are impaired by alcohol may not perceive that they are intoxicated as readily when they're also ingesting a stimulant." Mixing was more prevalent among males, whites, older students, intramural athletes, and fraternity/sorority members and pledges.
At One San Diego Middle School...

...Jovita Juarez, a Prevention Specialist, made a presentation to staff at the school about energy drinks. After the presentation, teachers checked the campus during lunch to see how popular the drinks were.

They found that 12 of the 43 students with energy drinks were drinking alcohol

(Oct 2007)
## Energy Drinks with Alcohol Sold in Ventura County

<table>
<thead>
<tr>
<th>Product</th>
<th>Alcohol Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockstar 21</td>
<td>6.0%</td>
</tr>
<tr>
<td>Sparks (Original)</td>
<td>6.0%</td>
</tr>
<tr>
<td>Sparks (Light)</td>
<td>6.0%</td>
</tr>
<tr>
<td>Sparks (Plus)</td>
<td>7.0%</td>
</tr>
<tr>
<td>Tilt (Orange)</td>
<td>6.6%</td>
</tr>
<tr>
<td>Tilt (Green)</td>
<td>8.0%</td>
</tr>
<tr>
<td><strong>Joose (Orange)</strong></td>
<td><strong>9.9%</strong></td>
</tr>
<tr>
<td><strong>Joose (Blue) &amp; Joose (Red)</strong></td>
<td><strong>9.0%</strong></td>
</tr>
<tr>
<td>Bud Extra</td>
<td>6.6%</td>
</tr>
<tr>
<td>Liquid Charge</td>
<td>6.9%</td>
</tr>
<tr>
<td>Liquid Core</td>
<td>6.9%</td>
</tr>
</tbody>
</table>
“Speedball in a Can”

• Some alcohol-energy drinks contain the equivalent of:
  – Four cups of coffee, combined with
  – A Fortified Malt Liquor (like Colt 45)

• This had led some consumer advocates to refer to Joose as a “speedball in a can”
**Cost**

- **Average Cost**  
  $1.75 per can  
  (Sparks, Rockstar 21, Tilt, Bud Extra, Liquid Core, Liquid Charge)

- **Circle K special**  
  2 cans for $3.00  
  (October 1, 2007)

- **Joose** (23.5 oz. can)  
  $2.50 per can

- These prices are between .50 to .75 cents less than the Energy drinks **without** alcohol!!
Availability

- All Liquor Stores*
- All Circle “K”’s *
- All 7-11’s*
- Almost all of Mom & Pop Markets*
- All Gas Stations where alcohol sold*
- Von’s , Alpha Beta, Ralph’s

* Above based on locations in West County only
Effects of stimulants (caffeine) may alter the drinker’s perceptions about level of impairment – feel OK to drive

Dis-inhibition + Hyper-alertness = I’m Superman!
This incident involved “Joose Blue” – the one with “lower” alcohol content of 9.0%
JOOSE
JOOSE

Three Products Sold:  Joose (Blue Can), (Joose Red Can)  Joose (Orange Can)

Orange Ingredients:  Premium malt beverage with natural flavors, caffeine, ginsing, taurine, FD&C yellow #5 & 6 (9.9% alc/vol)

Blue Ingredients:  Premium malt beverage with natural flavors, caffeine, ginsing, taurine, certified color (9.0% alc/vol)

Red Ingredients:  Premium malt beverage with natural flavors, caffeine, ginsing, taurine, certified colors (9.0% alc/vol)

Brewed by:  United Brands Company, Cold Springs, MN
PREMIUM MALT BEVERAGE

YOu MUST BE 21 YEARS OF AGE OR OLDER TO VISIT THIS SITE
IF YOU ARE 21 OR OLDER CLICK ENTER

ENTER SITE

This site requires flash player, click here to get it.

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©2007, Joose Beverage, A United Brands Company
JOOSE blue label unleashes real exotic tropical fruit flavors, is infused with Ginseng, Caffeine, and Taurine, and packs 9.0% ALC/VOL in a large 23.5 oz can.

JOOSE orange label delivers real natural fruit flavor, is infused with Ginseng, Caffeine, and Taurine, and packs 9.9% ALC/VOL into a large 23.5 oz can.

JOOSE red label delivers amazing real natural cranberry flavor with Ginseng, Caffeine, and Taurine and packs 9.0% ALC/VOL in a large 23.5 oz can.

JOOSE IT UP!
JOOSE FAN FEEDBACK:

Tre, Midlothian VA 10/29/07
My name is Tre and I just wanted to let you guys know what an awesome product you have with JOOSE. I can't get enough of the stuff and unlike beer you don't get left with a *king hang over. I love your product enough to say I wish it were mine. THANK YOU!

Jean Mathwig, Norfolk VA 10/29/07
Joose made my summer amazing. I don’t know what I’d do if they didn’t have it in norfolk.

Michael, Richmond VA 10/26/07
Joose is all. Richmond drinks now! I love it! Taking over in a good way.

Jake Carmel, Seattle WA 10/25/07
I was wondering if you have any sweet t-shirts....joose is the bomb and I wanna rep it.

Michael, Richmond, VA 10/25/07
Joose saved my life, now im on a never ending quest to find JOOSE RED, it seems so exotic.

JOOSE FAN PHOTO’S: JOOSE HALLOWEEN COSTUME

JOOSE IT UP!
Sparks

Three Products sold: Sparks original, Sparks Light, Sparks Plus

Sparks originals Ingredients: Premium malt beverage with Caffeine, Citric acid blend, Taurine, Guarana, Ginseng –blend, Natural flavor, Certified colors & FD&C yellow number five. (6.0% alc/vol)

Sparks Light Ingredients: above & add Artificial sweetners. (6.0% alc/vol)

Sparks Plus Ingredients: Same as Sparks original (7.0% alc/vol)

Brewed by: The Steel Brewing Co, Milwaukee, Wi
A Subsidiary of: Miller Brewing Co
How old are you?

M 19 D

SPARKS

Let me in
OUR BAD!

WE DON'T HAVE YOUR SPARKS INFO RIGHT HERE. CALL 888-645-5376 TO FIND SPOTS IN YOUR HOOD.
TILT and Bud Extra
Tilt

Two Products Sold: Tilt (orange can) Tilt (green can)
Tilt Orange Ingredients: Premium malt Beverage with caffeine, ginsing & guarana extracts, natural flavors & artificial color (6.6% alc/vol)
Tilt Green Ingredients: Same ingredients as above with a (8.0% alc/vol)

Bud Extra

Bud Extra ingredients: Beer with caffeine, ginsing, and guarana extra and natural rasberry flavor (6.6% alc/vol)
Brewed by: Anheuser-Busch, Inc. St Louis, Mo.
Brewers of: Too many alcohol products to list
TILT

“TILT the Night Your Way”

Introduced: 2005

Beer Category/Style: Specialty – Flavored, caffeinated malt beverage.

Taste Profile: TILT is lightly carbonated and well-balanced, with a bold berry flavor and orange color.

Ingredients/Brewing: TILT is infused with raspberry flavor, caffeine, guarana, and ginseng.
TILT 8.0%
“Live at Full Tilt”

Introduced: October 2006.

Beer Category/Style: Flavored, caffeinated malt beverage.

Taste Profile: TILT 8.0% is the perfect balance of tart and sweet. This
refreshing beverage combines the flavors of cranberry and bright
fruit with a touch of caffeine for a distinctive taste.
CORE Ingredients: Premium Malt Beverage with artificial flavor, certified color (FD&C Red # 40) taurine, caffeine, guarana & ginseng extracts (6.9% alc/vol)

CORE 24 Ingredients same as CORE but in a 24oz. Can. (6.9% alc/vol)

Brewed by: Charge Beverages Co., Cold Springs, Mn.
YOU MUST BE 21 TO ENTER
LIQUID
Liquid Charge takes it to the next level with 6.9% alcohol by volume.

CHARGE
The most powerful formula available using only premium standardized herbals. Liquid Charge contains all of the essential ingredients including: TAURINE, GUARANA, CAFFEINE, & GINSENG EXTRACT.

FLAVOR
Liquid Charge has a citrus flavor base with a hint of tropical flavors that deliver a clean, smooth, and outstanding taste from start to finish.
Drink Menu

- Depth Charge
- Liquid Paradise
- Melt Down
- Donkey Punch

Charge responsibly

Western Aerial
Mob Law
Rock & Roll Soldiers
Underride
Mystic Roots

Liquid Charge teams up with Justin Homan for an unbeatable FMX Event!
Rock Star 21
Rock Star 21

Sells one product: Rock Star 21

Rock Star 21 ingredients: Premium malt beverage with natural and artificial flavors, caffeine, taurine, ginsing, guarana, carmel color and FD&C yellow # 5  (6.0% alc/vol)

Brewed by Rockstar Brewing Co, Inc. LaCrosse, Wi.
ROCK 21

PREMIUM MALT BEVERAGE WITH NATURAL AND ARTIFICIAL FLAVORS, CAFFEINE, TAURINE, GINSENG.
DareDevil Lighter Fluid

POWER: 6 / 10
TASTE: 9 / 10

DareDevil "Lighter Fluid" is SUBLIME (heavy on the lime). The flavor is the perfect combination of tart, sweet, and citrus. The boost is better than average. When I'm completely sapped of energy, DareDevil brings me back.

With a great name, great packaging, and only 10 calories per serving, DareDevil Lighter Fluid gives the competition a run for their money. Don't miss out on this one!

Comments | Trackback

DAREDEVIL LIGHTER FLUID
Nutrition Facts:
Serving size: 8 fl oz (240 mL)
Servings per Container: 2
Amount Per Serving:
Which Ones have Alcohol?

Looks are deceiving! The public is not properly informed on the increasing number of new energy drinks with alcohol hitting the shelves. There are multiple reports of students drinking these products on Campus without detection.
Both Alcohol & Non-Alcohol
Confused Retailers Sell Alcoholic Energy Drinks to Kids
May 30, 2007

News Summary

Some retailers in Kentucky inadvertently sold alcoholic energy drinks to underage youth after confusing the products with nonalcoholic energy drinks, WYMT-TV reported May 25.

The Kentucky Office of Alcoholic Beverage Control’s (ABC) Enforcement Division found that some store clerks don’t recognize energy drinks containing alcohol because the packaging is so similar to that of regular energy drinks. Officials said the alcoholic drinks look more like other energy drinks than other alcoholic beverages.

“‘This new line of alcoholic beverage product is extremely similar in look and feel to the popular energy drinks that contain no alcohol,’” said ABC Executive Director Chris Lilly. “‘It is critical that servers, sellers, and consumers know and understand the difference. Our youth are at risk when clerks and retailers can not differentiate between nonalcoholic and alcoholic beverages being sold.”

Kentucky officials noted that while retailers are still subject to penalties for inadvertently selling alcohol-infused energy drinks to underage customers, the ABC is adding information about energy drinks to its server-training program.
Interesting Quotes from Retailer employee’s

“Sparks is a beer, not an energy drink”

“I only had a dozen or so kids mistake this for a regular energy drink”

“I didn’t know that energy drinks come with alcohol in them” (employee @ Am Pm)

“It’s just a drink to help you party longer”
Web Sites

- www.drinkjoose.com
- www.sparks.com
- www.budextra.com
- www.drinkcore.com
- www.rockstar21.com
Alcoholic Energy Drinks -- a Threat to Kids?
Spykes Raises Concerns Among Underage Drinking Experts; Company Denies Products Aimed at Teens

But does a threat truly exist? In a printed statement, John Kaestner, vice president of consumer affairs for Anheuser-Busch Companies Inc. in St. Louis, Mo., calls the reaction to Spykes "misguided and unfounded."

He also writes in the statement that Spykes are clearly labeled as containing alcohol.

"The way to prevent under age drinking is not by limiting product choices for adults," the statement reads. "Rather, the solution is to prevent youth access to alcohol by training retailers to properly check IDs, supporting law enforcement officials in enforcing underage drinking laws, and encouraging parents to set rules and consequences for their sons and daughters."

Yet, some studies suggest that youth appeal translates into big sales for alcoholic beverage companies. According to research led by Foster, underage drinking contributes an estimated $23 billion yearly to the alcohol industry, more than 17 percent of the total consumer expenditures for alcohol. The findings were published in the May 2005 issue of the Journal of Pediatrics & Adolescent Medicine.
consome alcohol mixed with energy drinks. Students who drank alcohol mixed with energy drinks were more than twice as likely to take advantage of someone else sexually, and almost twice as likely to be taken advantage of sexually.

“We knew anecdotally -- from speaking with students, and from researching internet blogs and websites -- that college students mix energy drinks and alcohol in order to drink more, and to drink longer,” said Mary Claire O’Brien, M.D., associate professor of emergency medicine and public health sciences and lead researcher on the study. “But we were surprised that the risk of serious and potentially deadly consequences is so much higher for those who mixed energy drinks with alcohol, even when we adjusted for the amount of alcohol.”

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**Blow Energy Drink Mix**  
Hottest New Energy Drink on Market Get your Free Sample of Blow Today  
blow4free.com

**Crave Energy Drink is Hot**  
Grab Your Share of this $10 Billion Market Today. Work From Home  
www.forsuccess.cravabigmoney.com

**Energy Drinks & Bars**  
The #2 Energy Drink In The World A Huge Variety To Choose From  
www.merchandisemonkey.wwdb.biz

Compared to current drinkers who did not consume alcohol mixed with energy drinks, students who did drink significantly more during a typical drinking session (5.8 drinks versus 4.5 drinks/typical session). They reported twice as many episodes of weekly drunkenness (1.4 versus 0.73 days/week). The greatest number of drinks in a single episode was 36 percent higher for students who reported drinking energy drinks with their alcohol (8.3 versus 6.1 drinks.)

O’Brien and colleagues conducted a web-based survey of 4,271 college students from 10 universities. Students were asked approximately 300 questions about alcohol use, its consequences, and other health risk behaviors.

Of students who reported drinking alcohol in the past 30 days, 24 percent said they consumed alcohol mixed with energy drinks. Students who were male, white, intramural athletes, Greek society members or pledges, or older were significantly more likely to consume alcohol mixed with energy drinks. O’Brien says that this is not surprising since the energy drink companies typically tout non-essential ingredients like taurine which is rumored to raise exercise capacity, and ginseng, which some companies claim enhances libido. The main ingredient in energy drinks is caffeine. O’Brien uses the analogy that mixing
So, What Can be Done?

1. Learn about the products, their packaging, their risks and their settings of use.

2. Encourage off-sale retailers to voluntarily refrain from selling pre-mixed alcoholic energy drinks.

3. Encourage on-sale retailers to voluntarily refrain from mixing energy drinks and alcohol on premises.
What Can be Done (continued)

4. Focus law enforcement attention on alcoholic energy drinks. Conduct compliance checks where underage law enforcement deputies attempt to purchase alcoholic energy drinks.
What Can be Done

5. Highlight the problems associated with alcoholic energy drinks in the media.

6. Highlight the problems associated with alcoholic energy drinks in educational materials and websites designed to alert the public to youth alcohol and other drug problems.
State Controls and Strategies

1. Study AB 345 and AB 346.

**AB 345** will direct all tax revenues collected as a result of the BOE’s decision to treat alcopops (including alcoholic energy drinks) as distilled spirits instead of beer to be directed to local public health and safety initiatives. Funding could include local media and educational campaigns to alert the public of the danger of these products.

**AB 346** will require a label that states: *Attention: Contains Alcohol* on any alcopop containers (including containers of alcoholic energy drinks) that could be confused with nonalcoholic beverages.
State Controls and Strategies

2. Call upon the California Alcoholic Beverage Control Department to take action regarding alcoholic energy drinks.

The ABC Department is refusing to follow the BOE’s lead and reclassify alcopops, including alcoholic energy drinks as distilled spirits. The Department also needs to develop protocols for compliance checks focused on these drinks. It can also develop special educational materials for retailers and the public.
Conclusion

• Questions?

• Comments?

Dan Hicks, Ventura County Limits  805-981-9577

Visit www.VenturaCountyLimits.org