



NEW YORK STATE SENATOR

Shirley L. Huntley

Alcohol Flavored Drinks Targeted for Minors

SHIRLEY L. HUNTLEY April 11, 2011

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News From New York State
Senator Shirley L. Huntley

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****Press Release****

Alcohol Flavored Drinks Targeted for Minors

(D-Jamaica) On April 12, 2011 Senator Shirley L. Huntley, Ranking Minority Member on the Committee on Alcoholism and Drug Abuse participated in a hearing to explore high alcohol flavored malt beverages that are being proliferated and marketed towards minors.

With all of the attention being brought to the consumption of beverages like Four Loko and Joose, Senator Huntley and other state legislators wanted to take a closer look at the affects these beverages have on minors and possible protections that should be implemented.

“Underage drinking can produce negative consequences that can affect the physical, mental, and social well being of today’s youth. The presence of flavored malt beverages that contain high amounts of alcohol are marketed towards minors and when consumed have led to hospitalizations, overdoses, and arrests. It is imperative that drinks such as Four Loko and Joose be banned from stores as our youth may end up being chronic users and victims of alcohol abuse. I believe removing this product from store shelves will save lives and prevent minors from being further enticed to consume alcoholic beverages,” said Senator Shirley Huntley.