



## News Alert

# Northeast Community Challenge Coalition

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### Energy Drinks With Alcohol Being Purchased By Teens

Recently, popular energy drink brands have come out with alternative alcoholic versions, but have not changed the packaging to greatly distinguish them from their non-alcoholic alternatives. Consequently these energy drinks are being unintentionally sold to underage consumers, as cashiers are often confused by the similar packaging and hard-to-read labels.

These energy drinks, also known as 'alcopops,' contain concerning amounts of alcohol. The most potent of them is Joose, which at 23½ ounces contains 9.9% alcohol, "the equivalent of three beers and eight cups of coffee."

"Teens like the drinks because the caffeine helps reduce the sluggish effects of the alcohol. But the combination of stimulant and lethargy can be lethal," warns Dan Hicks, program administrator for Straight Up Ventura County [California].

According to Hicks, "There are a dozen different alcoholic energy products that would not be detected by a parent or school administrator as such [...]. A recent walk by administrators through a San Diego high school during lunch revealed nine students drinking alcoholic energy drinks."

**Source:** Sophia Fischer, Thousand Oaks Acorn: November 29, 2007  
<http://www.toacorn.com/news/2007/1129/Community/017.html>

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