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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

July 12, 2011

Ald. Joe Davis, Sr.  
(414) 286-3777

## Council asked to take Stand Against High-Alcohol "Blast" Beverage

*City of Milwaukee Youth Council file -- advanced by Alderman Davis -- goes to Council's Judiciary and Legislation Committee on Monday*

Under a file adopted by the **City of Milwaukee Youth Council** and sponsored by **Alderman Joe Davis, Sr.**, the Common Council would oppose marketing of the high-alcohol Pabst Blast malt beverage to young people and would seek legislative authority to limit the sales and marketing of the drink in the City of Milwaukee.

File #110386 (see **attached**) is scheduled to be considered by the Council's **Judiciary and Legislation Committee** at 1:30 p.m. on Monday, July 18 in room 301-B at City Hall, 200 E. Wells St.

According to the file, Pabst Blast, with 12% alcohol content and packaged in brightly-colored 23.5 ounce cans, is being marketed heavily in the "Hip Hop and urban market using a variety of media and strategies including radio and urban magazines, music and cultural festivals, and through leveraging contacts with local DJs through Blast spokesperson rapper **Snoop Dogg** and other celebrities especially popular to an audience under the legal drinking age."

Alderman Davis said the beverage is designed to be consumed during "binge drinking." "The National Institutes of Health states that the consumption of just a single 23.5-ounce can of Pabst Blast within a two-hour period provides an amount of alcohol equivalent to nearly five regular servings of alcohol and constitutes 'binge' drinking, typically raising blood alcohol levels to 0.8% concentration or more," he said.

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## **High-Alcohol Beverage/ADD ONE**

“National studies show that young people are much more likely to engage in risky and potentially harmful behaviors such as driving while intoxicated and unprotected sex when they’re engaged in binge drinking,” Alderman Davis said.

Alderman Davis credits the Youth Council with recognizing the issue and then bringing forward a file (legislation) seeking action. “This (action) is precisely what we had in mind when I helped create the Youth Council in 2004,” he said.

According to the file, “the Attorneys General of at least 15 states and attorneys for other jurisdictions across the United States have joined to urge Pabst Brewing Company to significantly reduce the alcohol content in single-service containers to eliminate the public health safety risks posed by this ‘binge-in-a can’ product and to take steps to ensure that the marketing of Pabst Blast does not expressly or impliedly target an audience that is under the legal drinking age.”

**Zach Komes**, president of the Youth Council, said the Youth Council urges the Common Council and Mayor “to take any steps necessary to ensure that our city’s youth are not targeted by Pabst.”

“It’s time for Milwaukee’s youth and elected officials to hold Pabst and other brewing companies responsible for targeting under-age persons through product marketing, flavoring and advertising,” said Mr. Komes, a senior-to-be at Rufus King High School.

“We also urge Wisconsin Attorney General (JB) Van Hollen to join 18 other states’ efforts to ban this product and ensure that Pabst and other companies are held accountable,” he said.

Pabst Brewing Co., now headquartered in Woodbridge, Illinois, was a key Milwaukee employer and landmark from the mid-late 1800s until it closed its doors for good in 1996.