

..Number  
110386  
..Version  
ORIGINAL  
..Reference

..Sponsor  
ALD. DAVIS

..Title  
Resolution opposing the marketing of “Pabst Blast” and other high-alcohol-content malt beverages to young people and directing Intergovernmental Relations Division-Department of Administration to seek legislative authority to limit marketing and sale of high-alcohol-content malt beverages to young people.

..Analysis  
This resolution expresses the Common Council’s opposition to the marketing of Pabst Blast and other high-alcohol-content malt beverages to young people and urges the Pabst Brewing Company to cease marketing “Pabst Blast” to young people.

The resolution also directs the Intergovernmental Relations Division-Department of Administration to seek legislation authorizing the City to limit the marketing and sale of high-alcohol-content malt beverages to young people in Milwaukee.

..Body  
Whereas, The Pabst Brewing Company of Woodbridge, Illinois, now offers a new flavored malt beverage, Blast by Colt 45, with an alcohol concentration of 12% in brightly-colored 23.5-ounce cans with fruit flavors of grape, strawberry lemonade, strawberry watermelon and blueberry pomegranate; and

Whereas, Distributors have been informed by the Pabst Brewing Company that the target market for all size containers of Blast is ages 21 to 29; and

Whereas, Company representatives have publicly outlined a marketing strategy focused on 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; and

Whereas, Carbonated malt beverages are designed to be consumed cold and, once a consumer opens a can, the beverage quickly loses its optimal temperature and carbonation; and

Whereas, According to the National Institute of Health, consumption of a single 23.5-ounce can of Pabst Blast within a 2-hour period provides an amount of alcohol equivalent to 4.7 regular servings of alcohol and constitutes “binge” drinking, typically raising blood alcohol levels to 0.8% concentration or more; and

Whereas, Consumption of a single 23.5-ounce can of Pabst Blast results in harmful

intoxication, impairment of brain function, reduced reaction time, loss of motor skills, slurred speech and increased risk of serious or fatal injury and death, violence, unintended pregnancy, transmission of HIV and sexually transmitted infections; and

Whereas, These health risks pose a particular threat to youth given that about 90% of the alcohol consumed by Americans under age 21 is while binge drinking, and the proportion of binge drinking prevalence for 18 to 24-year olds is more than 25%; and

Whereas, Pabst Blast's packaging and marketing implicitly represent that the product is fit to be consumed as a single-serving, ready-to-drink alcohol beverage; and

Whereas, 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; and

Whereas, The Youth Council of the City of Milwaukee has brought the issue of Blast marketing activities to the attention of the Common Council in Youth Council Resolution File Number 1104; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that it opposes the sale and marketing of high-alcohol-content, single-service malt beverages such as Pabst Blast targeting a young population through marketing designed to attract the interest not only of persons 21 or older, but also persons who have not reached legal drinking age; and, be it

Further Resolved, That the Common Council urges the Pabst Brewing Company to take steps to reduce the risk of underage and binge drinking by reducing the alcohol content of Blast and similar malt beverages and by ceasing marketing of Pabst Blast particularly to a young population including advertising and packaging that presents Blast in a manner similar to soft drinks and fruit drinks; and, be it

Further Resolved, That the Intergovernmental Relations Division-Department of Administration is directed to seek state legislation authorizing the City to limit the marketing and sale of high-alcohol-content malt beverages to young people in Milwaukee; and, be it

Further Resolved, That the City Clerk is directed to provide a copy of this resolution to the Pabst Brewing Company.

..Requestor

..Drafter

LRB129172-1

Richard L. Withers

6/29/11