

Energy Drinks: Bigger Than Ever

In the past few years, there has been a lot of publicity and raised awareness of **alcoholic** energy drinks. Popular brands like Sparks, Rock Star and Tilt faced scrutiny for mixing extreme amounts of caffeine with alcohol, a dangerous combination for anyone. Their tasty flavors, misleading marketing, and inexpensive prices make them a perfect product for an underage audience. James Mosher, JD, of Pacific Institute for Research and Evaluation said “Alcohol producers are taking advantage of the popularity of nonalcoholic energy drinks to sell their products to youth.”

Parents, law enforcement officials, politicians and retailers were educated about these new products and learned to look more closely at what kids were drinking. Unfortunately a parent’s job is never simple. New products are

on the shelves with new logos and harder to read packaging splashed with bright colors. Four Loko, one of the latest in the line of alcoholic energy drinks, has a bright camouflage can and comes in flavors like watermelon, fruit punch, blue raspberry and lemonade. It is also larger than previous alcoholic energy drinks, coming in a 23.5 ounce can with 12% alcohol content as compared to the 16 ounce cans with 6-7% alcohol content. Other brands like Max and Jungle Joose have also adopted these larger quantity cans with higher alcohol content.

So what does this mean for those who drink them? Well, in one drink they can ingest roughly 12 cokes and 4 beers! Deceptively advertised as energy cocktails, they offer to give drinkers the energy to “go all night” without stating the possible consequences such as alcohol poisoning.

Parents, always be aware of what your kids are drinking. Don’t be afraid to look more closely at each product, often times the words “alcoholic beverage” are discreet and easy to miss. Be on the lookout for nutrition labels – alcoholic drinks will NOT have one. Be aware of the health risks involved. Mixing stimulants and alcohol can result in being “wide awake drunk” – a feeling of alertness while intoxicated. This can lead people to engage in risky behavior because they are unaware of their intoxication level.

Join The Coalition. The Coalition is made up of concerned parents and community members like yourself. Together, we can all make a difference and provide a safer environment for our children. Call (936) 634-9308 to find out more or log on to: www.angelinacoalition.org.

Can you tell which energy drink has alcohol in it?



The beer industry is hoping that you can’t. If you guessed Sparks, Max, Four Loko, and Joose, you guessed right. But how are parents to know when they are marketed to look like other nonalcoholic energy drinks?



For the safety of our kids, educate yourself, educate others and join The Coalition.

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