



News Release

Department of Energy, Labor & Economic Growth
MICHIGAN LIQUOR CONTROL COMMISSION

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Rick Snyder, Governor
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Nida R. Samona, MLCC Chairperson

MLCC Approves the Sale of Reformulated Flavored Malt Beverages in Michigan

March 18, 2011- - The Michigan Liquor Control Commission (MLCC) announced at a weekly business meeting that certain flavored malt beverages, recently banned in Michigan, have been reformulated and are now back on the Michigan market. The specific beverages have been reformulated by removing all stimulants, such as caffeine, taurine, guarana, etc. but still have similar labels and similar price-point.

The Commission remains concerned about the volume of alcohol in these types of products. The concern is that the cans are typically 23.5 ounces in size with the alcohol volume as high as 12% and as such, one beverage is equivalent to approximately 2-3 beers with a price point of \$1.99-\$2.99 per can.

“I believe this is a health, safety and welfare issue, and see a trend coming to reduce the volume of alcohol in these products,” said Nida Samona, Chairperson of the MLCC. “I believe it is the Commission’s job as a regulatory agency to watch for issues of this nature and resolve them. We have no legal authority to make the companies lower their alcohol content in these products; however they may voluntarily reformulate the products to address the health, safety, and welfare issues.”

The Commission is advising parents and adults to continue to take precautions since they still look like energy drinks and advising college students to use common sense while drinking these popular drinks.

Reformulated products that have been approved, March 1, 2011 and back on the Michigan market include, but not limited to:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>% Alcohol</u>
Associated Brewing Company	Core Berry Lime	12%
	Core Grape	12%
	Core Margarita	12%
	Core Triple Berry	12%

Atomic Brands, Inc.	Mad Ballr Black N Blue Berry	12%
	Mad Ballr Fruit Punch	12%
	Mad Ballr Kiwi Strawberry	12%
	Mad Ballr Lemonade	12%
	Mad Ballr Raspberry Lemonade	12%

(more)

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Michigan Liquor Control Commission, 7150 Harris Drive, P.O. Box 30005, Lansing, Michigan, 48909

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<u>COMPANY</u>	<u>PRODUCT</u>	<u>% Alcohol</u>
Pabst Brewing Company	Blast by Colt 45 Blueberry Pom	12%
	Blast by Colt 45 Grape	12%
	Blast by Colt 45 Raspberry Wamel	12%
Phusion Projects, LLC	Four Loko Blue Raspberry	12%
	Four Loko Cranberry Lemonade	12%
	Four Loko Fruit Punch	12%
	Four Loko Green Apple Limited	12%
	Four Loko Lemon Lime	12%
	Four Loko Lemonade	12%
	Four Loko Orange	12%
	Four Loko UVA	12%
	Four Loko Watermelon	12%
	Four Loko Fruit Punch	8%
	Four Loko Lemonade	8%
Four Loko Watermelon	8%	
United Brands Company, Inc.	Joose Cherry Lime	8.5%
	Joose Cherry Lime Glass	8.5%
	Joose Dragon	8.5%
	Joose Dragon	8.5%
	Joose Fruit Punch Can	8.5%
	Joose Fruit Punch Glass	8.5%
	Joose Green Apple	8.5%
	Joose Green Apple Glass	8.5%
	Joose Green Apple Can	8.5%
	Joose Mango	8.5%
	Joose Mango Can	8.5%
	Joose Raspberry Lemonade	8.5%
	Joose Raspberry Lemonade	8.5%
	Joose Lemonade	8.5%
	Joose Cherry Lime	12%
	Joose Dragon	9.9%
	Joose Fruit Punch	12%
	Joose Kiwi Strawberry	12%
	Joose Lemon Tea	12%
	Joose Lemonade	8.5%
Joose Lemonade	12%	
Joose Mango	12%	
Joose Raspberry Lemonade	12%	
Joose Watermelon	12%	

For more information regarding the MLCC please visit our website, www.michigan.gov/lcc.

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