



## News Release

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

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Jennifer M. Granholm, Governor  
Andrew S. Levin, Acting Director  
Nida R. Samona, MLCC Chairperson

### MLCC Release Eleven Products from the Alcohol Energy Drink Ban

**December 2, 2010** (Lansing, MI) After further investigation by the Michigan Liquor Control Commission (MLCC) eleven (11) products have been **removed** from the Banned Alcohol Energy Drink list:

Axis Fruit Punch, Associated Brewing Company  
Axis Grape, Associated Brewing Company  
California Organic Brewery, Mateveza, Rave Associates, Inc.  
Core El Jefe, Associated Brewing Company  
Core Spiked Punch, Associated Brewing Company  
Core Strawberry Lemonade, Associated Brewing Company  
Core Triple Berry, Associated Brewing Company  
Jack Daniel's Country Cocktail, Black Jack Cola, Brown-Forman Corporation  
Smirnoff Raw Tea, Diageo-Guinness USA, Inc.  
Smirnoff Raw Tea Lemon, Diageo-Guinness USA, Inc.  
Smirnoff Raw Tea Raspberry, Diageo-Guinness USA, Inc.

"Based upon the recent action of the Food and Drug Administration (FDA), the MLCC has reviewed the products with stimulants list included in the Commission Order dated November 4, 2010. We found 11 products that should be removed from the State of Michigan's ban," said Nida Samona, Chairperson of the MLCC. "These released products contain caffeine or other ingredients that were not a direct additive to the alcohol product. Therefore they should no longer be considered by the Commission as caffeine or stimulant infused."

Manufacturers, Wholesalers and Retailers have until Tomorrow (December 3, 2010) at Midnight, to **remove the following products** from the Michigan Market:

808 Apple, Liquid Arts Beverage Group, LLC	Core Grape, Associated Brewing Company
808 Berry Slam, Liquid Arts Beverage Group, LLC	Four Blue Raspberry, Phusion Projects, LLC
808 Fruit Blast, Liquid Arts Beverage Group, LLC	Four Loko Fruit Punch, Phusion Projects, LLC
808 Mango Beat, Liquid Arts Beverage Group, LLC	Four Loko Gold, Phusion Projects, LLC
BE, Anheuser-Busch, Inc.	Four Loko Lemon Lime, Phusion Projects, LLC
Carpe Noctum A.M., Atomic Brands, Inc.	Four Loko Lemonade, Phusion Projects, LLC
Carpe Noctum A.M., Black Raspberry, Atomic Brands, Inc.	Four Loko Orange Blend, Phusion Projects, LLC
Core Lemon Lime, Associated Brewing Company	Four Loko UVA, Phusion Projects, LLC
Core Orange HG, Associated Brewing Company	Four Loko Watermelon, Phusion Projects, LLC
	Four Maxed Citrus, Phusion Projects, LLC
	Four Maxed Grape, Phusion Projects, LLC

-- More --

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

Michigan Department of Energy, Labor & Economic Growth, P.O. Box 30004, Ottawa Bldg 4<sup>th</sup> Floor, Lansing, Michigan 48909

Joose – Dragon, United Brands Company, Inc.  
Joose Cranberry United Brands Company, Inc.  
Joose Fruit Punch, United Brands Company, Inc.  
Joose Green Apple United Brands Company, Inc.  
Joose Kiwi Strawberry United Brands Company,  
Inc.  
Joose Lemon Tea, United Brands Company, Inc.  
Joose Mamba, United Brands Company, Inc.  
Joose Orange, United Brands Company, Inc.  
Joose Raspberry Lemonade, United Brands  
Company, Inc.  
Joose Sweet Tea, United Brands Company, Inc.  
Joose Tropical, United Brands Company, Inc.  
Joose Watermelon, United Brands Company, Inc.

Jungle Joose, United Brands Company, Inc.  
Max Fury, United Brands Company, Inc.  
Max Live, United Brands Company, Inc.  
Max Vibe, United Brands Company, Inc.  
Max Watermelon, United Brands Company, Inc.  
Max Grape, United Brands Company, Inc.  
Max Green Apple, United Brands Company, Inc.  
Max Fruit Punch, United Brands Company, Inc.  
Panther Joose, United Brands Company, Inc.  
Joose Mango, United Brands Company, Inc.  
Joose Lemonade, United Brands Company, Inc.  
Joose Cherry Lime, United Brands Company, Inc.

For more information on this, such as the original November 4, 2010 Commission Order and other important information please visit our website at [www.michigan.gov/lcc](http://www.michigan.gov/lcc).

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STATE OF MICHIGAN  
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH  
LIQUOR CONTROL COMMISSION

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ADMINISTRATIVE ORDER

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The Michigan Liquor Control Commission (hereinafter Commission) has before it a certain matter involving the sale and distribution of Alcohol Energy Drinks in the State of Michigan.

In its Administrative Order issued on November 4, 2010, the Commission ordered the following:

THEREFORE, in order to protect the public health, safety and welfare of the citizens of the State of Michigan, it is the Order of the Commission that all prior approvals and registrations for Alcohol Energy Drinks as listed on the *Products with Stimulants* listing attached as a part of this Order BE RESCINDED.

FURTHER, that effective 30 days from the date of this Order, Alcohol Energy Drinks shall not be sold or offered for sale in the State of Michigan and these products are banned from sale and distribution in this State unless otherwise approved through Order of the Commission.

FURTHER, all Manufacturers of Alcohol Energy Drinks have thirty (30) days from the date of this Order to remove the Alcohol Energy Drink products from all marketplaces in the State of Michigan in which they are sold.

FURTHER, this Order supersedes the Motion of September 8, 2010 adopted by the Commission.

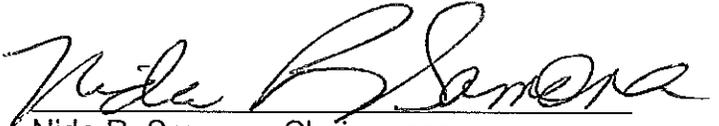
Based upon the recent action of the Food and Drug Administration (FDA), the Commission has reviewed its *Products with Stimulants* listing included as a part of its November 4, 2010 Order, and finds that the following products should be removed from the State of Michigan's ban as these products contain caffeine that has not been directly added to the alcohol product:

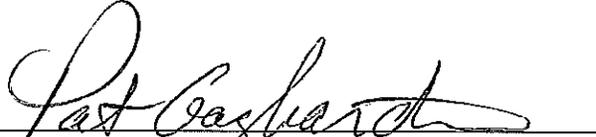
Axis Fruit Punch  
Axis Grape  
California Organic Brewery, Mateveza  
Core El Jefe  
Core Spiked Punch  
Core Strawberry Lemonade  
Core Triple Berry  
Jack Daniel's Country Cocktail, Black Jack Cola  
Smirnoff Raw Tea  
Smirnoff Raw Tea Lemon  
Smirnoff Raw Tea Raspberry

Administrative Order  
Alcohol Energy Drinks  
December 1, 2010  
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The remainder of the Commission's November 4, 2010 Order remains in full force and effect.

Dated: December 1, 2010

  
Nida R. Samona, Chairperson

  
Pat Gagliardi, Commissioner

## Products with Stimulants

Product	Supplier	Ingredients	Alcohol Content	Container Size	Current	Pending
808 APPLE	Liquid Arts Beverage Group, LLC	cognac, vodka, apple liqueur, caffeine & guarana	10%	355 ml (12 oz)	X	
808 BERRY SLAM	Liquid Arts Beverage Group, LLC	cognac, vodka, berry grape liqueur, caffeine & guarana	10%	355 ml (12 oz)	X	
808 FRUIT BLAST	Liquid Arts Beverage Group, LLC	cognac, vodka, fruit punch liqueur, caffeine & guarana	10%	355 ml (12 oz)	X	
808 MANGO BEAT	Liquid Arts Beverage Group, LLC	cognac, vodka, mango passion fruit liqueur, caffeine & guarana	10%	355 ml (12 oz)	X	
<del>Axis-Fruit Punch-</del>	<del>Associated Brewing Company</del>	<del>artificial flavors, wormwood oil*, &amp; certified color</del>	<del>12%</del>	<del>16 oz</del>	<del>X</del>	
<del>Axis-Grape</del>	<del>Associated Brewing Company</del>	<del>artificial flavors, wormwood oil*, &amp; certified color</del>	<del>12%</del>	<del>16 oz</del>	<del>X</del>	
<del>BE</del>	<del>Anheuser-Busch, Inc.</del>	<del>beer, caffeine, ginseng &amp; guarana extract &amp; natural flavor</del>	<del>6.60%</del>	<del>10 oz</del>	<del>X</del>	
<del>California Organic Brewery- Mateveza</del>	<del>Rave Associates, Inc.</del>	<del>beer with yerba mate' (caffeinated tea)</del>	<del>5%</del>	<del>22 oz</del>	<del>X</del>	
<del>Carpe Noctum A.M.</del>	<del>Atomic Brands, Inc.</del>	<del>vodka, caffeine, taurine, natural &amp; artificial flavors, caramel, certified color</del>	<del>9%</del>	<del>12.68 oz</del>	<del>X</del>	
<del>Carpe Noctum A.M., Black Raspberry</del>	<del>Atomic Brands, Inc.</del>	<del>vodka, caffeine, taurine, natural flavor, certified colors</del>	<del>9%</del>	<del>12.68 oz</del>	<del>X</del>	
<del>Core-El Jefe</del>	<del>Associated Brewing Company</del>	<del>artificial flavors, wormwood oil*, &amp; certified color</del>	<del>11%</del>	<del>32 oz</del>	<del>X</del>	
<del>Core Lemon Lime</del>	<del>Associated Brewing Company</del>	<del>malt beverage w/natural &amp; artificial flavors, taurine, guarana, ginseng, caffeine, artificial</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	
<del>Core Orange HG</del>	<del>Associated Brewing Company</del>	<del>malt beverage w/natural &amp; artificial flavors, taurine, guarana, ginseng, caffeine, artificial</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	
<del>Core-Spiked Punch</del>	<del>Associated Brewing Company</del>	<del>artificial flavors, wormwood oil*, &amp; certified color</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	
<del>Core-Strawberry-Lemonade</del>	<del>Associated Brewing Company</del>	<del>artificial flavors, wormwood oil*, &amp; certified color</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	
<del>Core Grape</del>	<del>Associated Brewing Company</del>	<del>malt beverage w/artificial flavors, taurine, guarana, ginseng, caffeine &amp; certified colors</del>	<del>12%</del>	<del>32 oz</del>	<del>X</del>	
<del>Core-Triple-Berry</del>	<del>Associated Brewing Company</del>	<del>malt beverage w/artificial flavors, wormwood oil*, and certified colors</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	<del>X</del>
<del>Four Blue Raspberry</del>	<del>Phusion Projects, LLC</del>	<del>malt beverage w/artificial flavors, taurine, guarana, caffeine, &amp; FD&amp;C blue #1</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	
<del>Four Loko Fruit Punch</del>	<del>Phusion Projects, LLC</del>	<del>malt beverage w/artificial flavors, taurine, guarana, caffeine, &amp; FD&amp;C red #40</del>	<del>12%</del>	<del>23.5 oz</del>	<del>X</del>	

## Products with Stimulants

Product	Supplier	Ingredients	Alcohol Content	Container Size	Current	Pending
Four Loko Gold	Phusion Projects, LLC	malt beverage w/artificial flavors, guarana, taurine, caffeine, FD&C yellow #5	12%	23.5 oz	X	
Four Loko Lemon Lime	Phusion Projects, LLC	malt beverage w/caffeine, taurine, guarana, natural flavor, certified color FD&C blue #1 &	12%	23.5 oz	X	
Four Loko Lemonade	Phusion Projects, LLC	malt beverage w/natural & artificial flavors, guarana, taurine, caffeine	12%	23.5 oz	X	
Four Loko Orange Blend	Phusion Projects, LLC	malt beverage w/artificial flavors, guarana, taurine, caffeine, & FD&C yellow #6 & FD&C	12%	23.5 oz	X	
Four Loko UVA	Phusion Projects, LLC	malt beverage w/artificial flavors, guarana, taurine, caffeine, FD&C red #40 & FD&C	12%	23.5 oz	X	
Four Loko Watermelon	Phusion Projects, LLC	malt beverage w/artificial flavors, guarana, taurine, caffeine, and FD&C red #40	12%	23.5 oz	X	
Four Maxed Citrus	Phusion Projects, LLC	malt beverage w/caffeine, taurine, guarana, artificial flavors & certified color (FD&C	10%	16 oz	X	
Four Maxed Grape	Phusion Projects, LLC	malt beverage w/caffeine, taurine, guarana, artificial flavors & certified colors (FD&C red	10%	16 oz	X	
<del>Jack Daniel's-Country-Cocktail-Black-Jack-Cola</del>	<del>Brown-Forman-Corporation</del>	malt beverage w/natural flavors, artificial color, & caffeine	5%	10 oz	X	
Joose - Dragon	United Brands Company, Inc.	malt beverage w/natural flavor, ginseng, taurine, caffeine, & certified colors	9.90%	23.5 oz	X	
Joose Cranberry	United Brands Company, Inc.	malt beverage w/natural flavor, caffeine, ginseng, taurine, & artificial colors	9%	23.5 oz	X	
Joose Fruit Punch	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, & certified colors	12%	23.5 oz		X
Joose Green Apple	United Brands Company, Inc.	malt beverage w/artificial flavor, caffeine, ginseng, taurine, certified color & FD&C	12%	23.5 oz	X	
Joose Kiwi Strawberry	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, taurine, ginseng, & certified color	12%	23.5 oz		X
Joose Lemon Tea	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, & caramel color	12%	23.5 oz		
Joose Mamba	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine & certified colors	9.90%	23.5 oz	X	
Joose Orange	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, and FD&C yellow #5 & #6	9.90%	24 oz	X	
Joose Raspberry Lemonade	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, certified color & FD&C	12%	23.5 oz	X	
Joose Sweet Tea	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine & caramel color	6%	23.5 oz	X	

## Products with Stimulants

Product	Supplier	Ingredients	Alcohol Content	Container Size	Current	Pending
Joose Tropical	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, & certified colors	9%	23.5 oz	X	
Joose Watermelon	United Brands Company, Inc.	malt beverage w/artificial flavor, taurine, ginseng, caffeine, & certified color	12%	23.5 oz	X	
Jungle Joose	United Brands Company, Inc.	malt beverage w/natural flavors, taurine, ginseng, caffeine, certified color & FD&C	9.90%	23.5 oz	X	
Max Fury	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, and FD&C yellow #6 & #5	12%	23.5 oz	X	
Max Live	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine, and certified colors	12%	23.5 oz	X	
Max Vibe	United Brands Company, Inc.	malt beverage w/natural flavors, caffeine, ginseng, taurine & artificial colors	12%	23.5 oz	X	
Max Watermelon	United Brands Company, Inc.	malt beverage w/artificial flavor, caffeine, ginseng, taurine, & certified color	12%	23.5 oz	X	
Max Grape	United Brands Company, Inc.	malt beverage w/natural flavor, caffeine, ginseng, taurine, & certified colors	12%	23.5 oz	X	
Max Green Apple	United Brands Company, Inc.	malt beverage w/artificial flavor, caffeine, ginseng, taurine, & certified colors & FD&C	12%	23.5 oz	X	
Max Fruit Punch	United Brands Company, Inc.	malt beverage w/natural flavor, caffeine, ginseng, taurine, & certified colors	12%	23.5 oz	X	
Panther Joose	United Brands Company, Inc.	malt beverage w/natural & artificial flavors, caffeine, ginseng, taurine, & certified color	9.90%	23.5 oz	X	
<del>Smirnoff Raw Tea</del>	<del>Diageo-Guinness-USA, Inc.</del>	<del>malt beverage w/brewed tea, natural flavors, caramel color &amp; caffeine</del>	<del>5%</del>	<del>11.2 oz</del>	<del>X</del>	
<del>Smirnoff Raw Tea-Lemon</del>	<del>Diageo-Guinness-USA, Inc.</del>	<del>malt beverage w/brewed tea, natural flavors, caramel color &amp; caffeine</del>	<del>5%</del>	<del>11.2 oz</del>	<del>X</del>	
<del>Smirnoff Raw Tea-Raspberry</del>	<del>Diageo-Guinness-USA, Inc.</del>	<del>malt beverage w/brewed tea, natural flavors, caramel color &amp; caffeine</del>	<del>5%</del>	<del>11.2 oz</del>	<del>X</del>	
Joose Mango	United Brands Company, Inc.	malt beverage w/natural flavors, taurine, ginseng, caffeine, certified color & FD&C	12%	23.5 oz		X
Joose Lemonade	United Brands Company, Inc.	malt beverage w/natural flavors, taurine, ginseng, caffeine, certified color & FD&C	12%	23.5 oz		X
Joose Cherry Lime	United Brands Company, Inc.	malt beverage w/natural flavors, taurine, ginseng, caffeine, and certified color	12%	23.5 oz		X

\* wormwood oil - cardiac stimulant to improve blood circulation