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Honest Four Loko Commercial

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The Alcoholic Energy Drinks Issue

What are alcoholic energy drinks?

- Alcoholic energy drinks (AEDs) are malt beverages that in addition to alcohol contain a comparable amount of caffeine to other energy drinks.
- These drinks also contain energy supplements, such as taurine and guarana (which have never been evaluated by the FDA)
- Most also contain carbonation, artificial sweeteners, and exotic-sounding ingredients such as ginseng.
- These drinks can contain 6%-12% alcohol by volume—more than the standard American beer (4% ABV)

Did you know...

-Studies have shown that one can of Four Loko has the same alcohol content as 5.64 standard drinks.

-Drinkers who consume alcohol with energy drinks are twice as likely as those not mixing the two to report being taken advantage of sexually, taking advantage of someone sexually, or getting into a car with a driver who has been drinking

-Drinkers who consume alcohol with energy drinks are three times as likely to binge drink

-The FDA has just deemed that caffeine is an unsafe additive to alcoholic beverages and ordered its removal from all existing alcoholic energy drinks.

Four What?!

The "four" in Four Loko is derived from the drink's four key ingredients: caffeine, taurine, guarana, and alcohol.

It is NOT shorthand for how many standard drinks are in one can.



Aliases for Four Loko

"Blockout in a can"

"Liquid Cocaine"

In the news...

-The Michigan Liquor Control Commission has officially banned the sale of Four Loko, as well as several other AEDs, throughout the state.

-After December 3rd, 2010, Four Loko will no longer be distributed in Oklahoma

-9 girls from Central Washington University were hospitalized after consuming Four Loko spiked with hard liquor.

-November 17th- FDA gives alcoholic energy drink manufacturers 15 days to remove caffeine from their products or face consequences.

Nutritional Information

-One can of Joose:
380 calories
33 g carbohydrates

-One can of Four Loko:
660 calories
65 g carbohydrates
60 g sugar