



CITY OF MILWAUKEE YOUTH COUNCIL

July 27, 2011

Hon. Tom Barrett, Mayor
City of Milwaukee
City Hall, Room 201
200 East Wells Street
Milwaukee, WI 53202

Dear Mayor Barrett:

I am writing on behalf of the Youth Council to urge you to take a leadership role in efforts to address the problem of the marketing and sale of high-alcohol content malt beverages to young people in Milwaukee.

The attached resolution was adopted unanimously by the Youth Council at its meeting of June 8, 2011. The resolution focuses on the marketing and sales of "Blast" by the Pabst Brewing Company. "Blast by Colt 45", 12% alcohol content, is a fruit-flavored beverage sold in 23.5 ounce, colorful "single-service" cans. Though the brewing industry describes this size container as "single service," the Centers for Disease Control (CDC) considers consumption of this much alcohol in a 2-hour period to be binge drinking. It is particularly unfortunate that the Pabst Brewing Company is targeting its marketing to young people through advertising using celebrity endorsements by popular figures such as rap artist Snoop Dogg.

Alderman Joe Davis, Sr., has introduced a resolution before the Common Council which was approved by the Judiciary and Legislation Committee on Monday, July 18, 2011. The resolution, Number 110386, addresses the same issues as the Youth Council resolution, and calls for reduction in alcohol content of these fruit-flavored malt beverages and also for an end to promoting what amounts to binge drinking by young people. The resolution also asks that the Intergovernmental Relations Division pursue legislative authority at the state level to regulate the sale of this beverage.

The resolution has received a fair amount of media coverage in the recent days and the general public, as well as Milwaukee's young people, have begun to understand why this beverage should not be sold in the city of Milwaukee.

The Youth Council urges your active support of Ald. Davis' resolution and further urges your administration to take all appropriate action to discourage the marketing and sale of high-alcohol content malt beverages to young people.

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Please advise the Youth Council about any actions that will be taken by the administration in support of the Youth Council resolution and the resolution sponsored by Ald. Davis. Please feel free to contact me if you have any questions.

Sincerely,

Zachary Komes
President/Member (District 10)
City of Milwaukee Youth Council

Cc: Members of the Youth Council
Ald. Joe Davis, Sr.

Enclosures:

Youth Council Resolution Number 1104
Common Council Resolution Number 110386
Depiction of "Blast" Containers