



Center for the Study  
and Prevention of  
Substance Abuse  
A Community  
Partnership with  
Nova Southeastern  
University  
And



# Broward Briefings

## Substance Abuse Information for Action

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### Alcohol Energy Drinks Face FDA Ban

The US Food and Drug Administration (FDA) has threatened to ban alcohol energy drinks unless manufacturers prove that the beverages are safe. Last year, Anheuser-Busch and later MillerCoors eliminated caffeine and other stimulants from their malt beverages. Yet, nearly 30 other manufacturers continued to combine malt liquor with caffeine and fruit juices with alcohol concentrations up to about 10 percent. The FDA has ordered those companies to provide clear evidence that the products are safe or that the agency will “take appropriate action to ensure that the products are removed from the marketplace.” FDA stated that consumption of these products was associated with increased risk of serious injury, intoxicated driving, sexual assault and other dangers. One of these products shown below, *Joose* (pronounced “juice”) from United Brands is promoted through social marketing web and Twitter sites. Federal law requires makers of products that combine common ingredients to prove that the combinations are safe.



**Joose** is an energy drink with 9.9 percent alcohol content whose manufacturer, United Brands, must now prove safe or remove it from the marketplace.