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## **California Alcopops Labeling Bill Clears Senate G.O. Committee Legislators Help Control Alcohol Marketing to Kids**

SAN RAFAEL, CA (July 10, 2007) --- AB 346, a measure authored by California Assembly Members Jim Beall (D – San Jose) and Lori Saldaña (D – San Diego) cleared another hurdle today when the Senate Governmental Organization Committee passed the bill on a bipartisan vote of 6 to 2. The legislation would ensure that underage youth, parents, teachers, law enforcement personnel, retail employees that sell alcoholic beverages, and other members of the public are able to readily discern that a particular product contains alcohol. The measure also mandates a clear label statement signifying the amount of alcohol the product contains. The bill now moves to the Senate Appropriations Committee.

*“This is an important step in the state’s fight against underage drinking,”* said Michael Scippa, Advocacy Director for Marin Institute. *“We are delighted that Chairman Dean Florez and a strong majority of the G.O. Committee voted to protect children and their families from the alcohol industry’s deceitful marketing practices.”*

The sole Democrat to vote against the measure was Patricia Wiggins (D – Santa Rosa). According to the National Institute on Money in State Politics ([www.followthemoney.org](http://www.followthemoney.org)), the second highest contributing industry to Senator Wiggins’ 2006 election campaign was *beer, wine & liquor*, giving \$22,582. Diageo, the multi-national alcohol marketer and creator of the alcopops *Smirnoff Ice*, topped her list of alcohol industry contributors with gifts totaling over \$3,000. *“It seems a bit too convenient that the only Democrat voting against this modest and sensible measure has taken money from Diageo, maker of the most widely consumed alcopops in the state,”* added Scippa. *“Was she voting against public health or for Diageo?”*

Marin Institute is an alcohol industry watchdog based in San Rafael, CA.

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