



MADD

Activism | Victim Services | Education

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March 24, 2011

The Honorable Larry Liston
Chairman, Economic and Business Development Committee
200 E. Colfax
Denver, CO 80203

Dear Chairman Liston:

On behalf of Mothers Against Drunk Driving, I write to oppose HB 1284 which would allow convenience stores and grocery stores to expand alcohol sales.

Specifically, MADD opposes allowing more access to the sale of 12 percent Alcohol "Alcopops." These drinks are often marketed toward young people under the age of 21 in that they are in cans and bottles that resemble popular sport beverages or energy drinks.

In addition, they come in fruit flavors which are designed to mask the flavor of alcohol. These "Alcopops" are strong. One 24oz Alcopop contains as much alcohol as (6) 1oz shots of hard liquor and the high alcohol content and cheap prices of these Alcopops are aggressively marketed in convenience stores.

These types of beverages should only be sold in approved liquor stores.

For this reason, MADD must oppose HB 1284.

Thank you for your consideration.

Sincerely,

J.T. Griffin
Senior Vice President, MADD