

RESOLUTION NUMBER R- 287250

ADOPTED ON MAY 06 1996

WHEREAS, underage drinking causes death and serious bodily injury to young persons, and is the leading cause of death among males under the age of twenty-one; and

WHEREAS, the Council of The City of San Diego is deeply concerned about press reports regarding the popularity of a beer product known as "Hooper's Hooch" because it is formulated to taste like lemonade, has become popular among underage drinkers in Great Britain, and is being test-marketed in San Diego; and

WHEREAS, the Council deplors the enticement of persons under the age of twenty-one into the use of alcoholic beverages through products which appeal to underage drinkers, and through marketing and advertising plans and materials which are targeted to underage drinkers; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that the Council calls upon the California Department of Alcoholic Beverage Control to discipline the license of the company selling Hooper's Hooch should the Department determine that the company's intent is to sell Hooper's Hooch and like products to underage persons or to advertise to underage persons in violation of Business & Professions Code section 25664.

APPROVED: JOHN W. WITT, City Attorney

By Ted Bromfield  
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