

Media Statement
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FDA Announces Investigation of Safety and Legality of Caffeinated Alcohol Beverages

“Statement for the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health”

Baltimore, MD - Statement attributable to David H. Jernigan, Ph.D., Director, Center on Alcohol Marketing and Youth (CAMY) at Johns Hopkins University

The Food and Drug Administration's announcement today that it will review the safety of caffeinated alcoholic beverages is long overdue. Government oversight of the marketing of alcoholic beverages to young people is a critical and necessary public health responsibility. Research has found that the presence of stimulants including caffeine in these beverages masks the subjective feeling of intoxication. This, in turn, increases the possibility that consumers, particularly inexperienced drinkers, will engage in heavy drinking and incorrectly believe that they are capable of potentially dangerous activities and tasks, including driving. These beverages are increasingly popular among youth, and the young people who are drinking them are more likely to engage in a wide range of risky behaviors.

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