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J.J.'s' Package Stores*

*David Villarreal
Brazos County Sheriff's Office*

February 1, 2005

Dear Retailer,

As board members of the Coalition on Alcohol Responsibility and Education (CARE), we have concerns about recent advertising for alcoholic beverages that appeared in the Texas A&M and community newspapers and other media.

The executive board of CARE unanimously endorses appropriate advertising guidelines developed by the two trade associations that involve alcoholic beverage industries. The Distilled Spirits Council of the United States, a trade association and liaison for the liquor industry, created "The Code of Responsible Practices for Beverage Alcohol Advertising and Marketing." The Beer Institute wrote its "Advertising and Marketing Code."

CARE certainly understands your business's needs to promote your products, and we have no intention whatsoever of regulating your advertising or marketing promotions. We sincerely wish the best for everybody. But we do have strong concerns about the consequences of irresponsible, and often illegal, alcohol-related choices by consumers in our community that have led to some very tragic and even fatal events. Often, these have involved impressionable under-age drinkers, especially college students.

That's why it's in everybody's best interest that we all conscientiously monitor how we appeal to that market segment. We at CARE simply ask that you please review the guidelines and practices outlined by the alcohol industry's leading trade organizations and adhere to those suggestions.

You will find web site hyperlinks to the documents created by the Distilled Spirits Council and the Beer Institute, and we can furnish printed copies if that would be helpful. Their recommendations include:

- **Advertise only where at least 70 percent of the market is reasonably expected to be above the legal age for purchasing and consuming alcohol.**
An example: Confirm with your broadcast representative that your advertising time frame qualifies by ARBITRON when the appropriate age group listens
- **No alcoholic beverage product advertising in campus newspapers or at campus locations other than licensed retail establishments located on campus.**
An example: The Battalion
- **Beer advertising and marketing activities should avoid portraying beer drinking as important in the educational process and avoid degrading studying.**
An example: "Welcome Back Aggies" or "Aggie Specials"



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- **Avoid associating alcoholic beverages with the rite of passage to adulthood.**
- **Refrain from ads depicting situations of excessive or irresponsible drinking.**
- **Include statements about responsible drinking in beverage alcohol advertising, marketing materials, and promotional events.**
An example: Please use a sober driver. Please use a taxi or CARPOOL.

Thank you for your time and your cooperation. CARE's board of directors comprises a variety of representatives from local nightclubs, alcohol distributors, Texas A&M University, local law enforcement agencies and other community organizations. Our organization's primary mission is to educate our community in every possible way to foster responsible decision-making about the purchase and use of alcoholic beverages. Please join us in making the Brazos Valley and its extensive University neighborhood safe, responsible and legal in this issue.

We actively solicit input from all members of our community and would greatly welcome having you participate in our monthly meetings on the first Tuesday of every month at 3 p.m. in the College Station Conference Center.

Sincerely,

Laban Toscano
Board President

Distilled Spirits Council of the United States - www.discus.org/industry/code/code.htm
Beer Institute - www.beerinstitute.com/adcode.htm

XC: Dr. Robert Gates, President, Texas A&M University
Mayor Ron Silvia, College Station
Mayor Ernie Wentercek, Bryan
Judge Randy Sims, County Court