

Setting the Record Straight About Four Loko

FACT

FiCTION

four
Loko

four
Poco Loko

earthquake
High Gravity Lager





FiCTION

Four Loko contains caffeine, guarana and taurine.

FACT

We **voluntarily reformulated** Four Loko and all of our products in **November 2010** to remove caffeine, guarana and taurine.

FiCTION

Four Loko is banned across the United States.

FACT

Four Loko is sold in **48 states**. It is available in more states today than it was before the voluntary reformulation.

All of Phusion's products, including Four Loko, have **received all required federal and state government approvals**.

four Loko **four** Poco Loko **earthquake** High Gravity Lager





FiCTion

Four Loko is marketed to underage consumers.

FACT

We work with our distributors to place our **responsible drinking materials** at the point-of-sale, and we prominently feature these materials on our website: <http://phusionprojects.com/responsibility.html>

Four Loko can labels feature **six different statements in 10 locations** regarding the alcohol content and the need for an ID for purchase. In 2012, an **additional label statement** will be added that compares a can of Four Loko to 12-ounce, 5-percent ABV beers.

Our labels and marketing materials clearly state our message:
If you're 21 or older and choose to drink, please drink responsibly. If you're under 21, respect the law and don't drink.

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FiCTION

Four Loko is easily confused with non-alcoholic beverages.

FACT

We work hard to ensure our products are **always** placed in the **alcohol section of the store** and we instruct all of our distributors to do the same.

With six different statements in 10 locations regarding the product's alcohol content and the need for an ID for purchase, Four Loko cans go **above and beyond industry labeling standards**.

An **additional label statement** will be added in 2012 that compares a can of Four Loko to 12-ounce, 5-percent ABV beers.

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FiCTION

Four Loko flavors are intended for underage consumers.

FACT

Four Loko is **intended for and appeals to adults of legal drinking age**. Flavored **alcoholic beverages with fruity flavors are nothing new**. There are many other malt beverages with flavors similar to Phusion's products (e.g., iced teas and lemonades), as well as fruit flavored spirits (e.g., bubble gum, cake, cherry, grape and whipped cream) and craft beers (e.g., apricot, blueberry and cherry).

FiCTION

Four Loko's bright packing is aimed at underage consumers.

FACT

Four Loko's packaging does not contain any statements or graphics that are deceptive or intended to attract underage consumers. Phusion's cans are **no brighter or more appealing than the blue, red and green cans of established beer brands**, and our cans are the same size as these products, which are very often sold next to Four Loko.

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FiCTION

Four Loko encourages binge drinking because of the package size.

FACT

At 23.5 fl. oz., Phusion's cans are the **same size as many other beers and malt beverages** and are not the largest package in the industry.

In 2012, Phusion plans to introduce a **new, resealable can** for our flavored malt beverages that contain at least the equivalent of approximately 2.5 regular beers, (12-ounce, 5 percent ABV), which includes the current 23.5-ounce, 12 percent ABV Four Loko products.

Our recent introduction of Poco Loko, in 16 ounce cans with 8 percent ABV, gives consumers even **more options** in how they may choose to enjoy our products.

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FiCTION

FACT

Four Loko encourages binge drinking because the can cannot be resealed.

Phusion plans to introduce **resealable cans** in 2012, which will be **easy to use, spill-proof, retain carbonation and give consumers more flexibility in the way they choose to enjoy our products.** Nonetheless, many products with similar alcohol-by-volume (ABV) levels and container sizes, such as craft beers and wines, cannot be resealed.

FiCTION

FACT

Four Loko encourages binge drinking because of its alcohol-by-volume (ABV).

While stronger than some traditional beers, **the ABV for Phusion's products are comparable to or lower than the ABV for many craft beers and wines, and much lower than the typical, 40-percent ABV for spirits.** An additional label statement will be added in 2012 that compares a can of Four Loko to 12-ounce, 5-percent ABV beers.

The 100 strongest beers available all range from 13% ABV to 41% ABV. Many are available exclusively in larger, 22 fl. oz., non-resealable bottles.

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FiCTION

Four Loko encourages binge drinking because it is inexpensive.

FACT

Four Loko is **usually the highest priced product** in its category.

FiCTION

Four Loko encourages binge drinking because of the price-to-alcohol ratio.

FACT

Equalizing the cost of alcohol products, **Four Loko contains less alcohol per dollar than many beers, wines and spirits.**

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FiCTION

FACT

Four Loko should be banned or regulated like spirits because it poses unique dangers.

As demonstrated, **there are no “unique dangers” posed by Four Loko or other flavored malt beverages.** Any alcoholic beverage can be abused and this reality reflects a greater societal challenge toward promoting responsible drinking.

Underage drinking and alcohol abuse are **serious problems** in need of **serious solutions.** They **will not be solved by arbitrarily singling out specific products or an alcoholic beverage category.**

The answer lies in **increased education, stronger enforcement of existing laws, and personal responsibility.**

We will continue to undertake and support efforts to **ensure our products, and all alcoholic beverages, are used legally, safely and responsibly.**

For further information: <http://phusionprojects.com/responsibility.html>

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