



ATTORNEY GENERAL GEORGE JEPSSEN

ANHEUSER-BUSCH TAKING THE RIGHT APPROACH BY REDUCING ALCOHOL CONTENT IN 'TILT' BEVERAGE

For immediate release

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HARTFORD – Attorney General George Jepsen said that beverage company Anheuser-Busch was moving in the right direction with its decision today to reduce the alcohol content of its “Tilt” product from as much as 12 percent alcohol by volume to 8 percent.

The company made the announcement in New York and called on other beverage manufacturers to do the same with their 24-ounce fruit-flavored malt beverages. Jepsen and attorneys general in Maryland and several other states raised concerns about the product earlier this year.

“I am pleased that Anheuser-Busch has taken our concerns seriously and reduced the number of servings of alcohol in Tilt. I urge other manufacturers of similar products to also substantially reduce their alcohol content. We look forward to continued discussions to that end,” Jepsen said.

“At a time when we are working to prevent the dangers of underage drinking and binge drinking, alcohol simply is not a product that should be ‘supersized,’ especially when masked by fruit flavors and packaged in bright-colored containers,” Jepsen said. “There is no place in the market for binge-in-a-can products.”

Reducing the alcohol content of Tilt from 12 percent to 8 percent means that a 24-ounce single-serving would contain 3.2 servings of alcohol rather than nearly 5 servings. “Even with the reduced amount of alcohol, consumers 21 and over should still exercise caution and drink responsibly to avoid overconsumption,” Jepsen said. The company said the new reduced-alcohol Tilt will be available this summer.

The attorneys general have made similar requests of other companies, most recently “Pabst Blast” by Colt 45. Among other products of concern are Phusion Projects’ “Four Loko” and United Brands’ “Joose”.

Anheuser-Busch previously agreed to remove caffeine and other stimulants from Tilt and other alcoholic beverages.

Assistant Attorney General Jeffrey Zeman is representing Jepsen in this matter.

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