



For Immediate Release
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MADIGAN: "COCAINE" DRINK OFF ILLINOIS STORE SHELVES

Chicago – Attorney General Lisa Madigan today announced the successful results of a demand to have all Illinois marketing and sales of the “Cocaine” energy drink immediately cease.

Attorney General Madigan and Illinois Department of Public Health Director Dr. Eric E. Whitaker made the demand on Wednesday, May 2, to the California-based Redux Beverages, LLC, the manufacturer and distributor of the product.

“We are pleased that Illinois store shelves will be free from a product that glamorizes illegal drug use,” said Madigan. “Dr. Whitaker and I communicated to the company that the product was highly irresponsible and reckless and that we would not tolerate its sale in Illinois. The company understood that we were serious and responded immediately to our letter.”

The Attorney General’s office will continue to work with the company to ensure that this product remains off the shelves.

Advertisements for the drink describe it as the “legal alternative” to cocaine and promote the use of an ingredient in the drink that creates a burning sensation to simulate the throat-drip effect of using cocaine. The company had been actively promoting the product and recently hosted a “Cocaine Energy Drink Launch Party” in Chicago.

In December 2006, prior to distribution and promotion of the drink in Illinois, Madigan contacted Redux to voice her concern that the energy drink would have a detrimental effect on Illinois consumers and may promote the use of illicit drugs, especially among young people. There had been no response from the company.

Madigan informed Redux that if Illinois consumers purchased this product she would consider taking enforcement action against the company. Madigan argued that the marketing and sale of “Cocaine” is in violation of the Illinois Consumer Fraud and Deceptive Business Practices Act because it promotes the use of illegal drugs. She also asserted that it violates the Illinois Food, Drug and Cosmetic Act because the company is attempting to market an unapproved new drug. Under these laws, Madigan’s office has the authority to obtain injunctive relief and civil penalties.

Madigan has successfully pursued enforcement action against manufacturers of similar products such as Chronic Candy Pops, commonly referred to as “pot suckers.” In 2005, Madigan’s office took action to stop the sale of this product in Illinois.

Assistant Attorney General Ryan Tyrrell Lipinski is handling the case for Madigan’s Consumer Fraud Bureau.

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