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Westly Alcopops Motion Succeeds

SACRAMENTO – State Controller and Board of Equalization member Steve Westly today led a second vote to classify Alco pops as liquor instead of beer to keep kids away from alcohol. Controller Westly’s motion passed by a 3-2 vote.

“If Alcopops are flavored with distilled spirits, and they’re marketed as distilled spirits, then they should be taxed like distilled spirits,” Controller Westly said. “As a parent, I don’t see any good policy reason to give a discounted tax rate to companies that promote distilled spirits to young people.”

Westly made the same motion yesterday, but it failed in a 2-2 vote because one BOE member was absent.

Alcopops lure under-age drinkers with sweet flavors that can mask the taste and strength of alcohol and colorful, youthful packaging.

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