

Retailers:

The Casa Grande Alliance (CGA) is a coalition of 50+ agencies, organizations, and individuals; our mission is to build partnerships and work together to prevent substance abuse in our community. Our coalition has been studying the Kombucha Tea phenomenon and we have determined that there is sufficient concern about one aspect of this beverage: the alcohol content, which is unrecognized, unregulated, and uncontrolled.

According to an article published by the national organization Partnership for Drug-Free Kids, kombucha tea drinks have alcohol levels above one-half of 1 percent. This makes them alcoholic drinks under the law. Attached is a copy of the article.

Any level of alcohol can have serious negative effects on certain persons including children, pregnant women and alcoholics. A young person that consumes a beverage containing any amount of alcohol can negatively affect brain development; with a pregnant woman, the ingestion of alcohol has a deleterious effect on the fetus; and a recovering alcoholic's sobriety can be impacted by the ingestion of alcohol. This product is being marketed as good for your health and safe; however, is it really?

The CGA feels that minimum safeguards would significantly lessen the dangers of this product being ingested by an at-risk person. These safeguards would include:

- Educating staff that this product contains varying levels of alcohol.
- Require proof of age to insure purchasers are old enough to purchase a product that contains alcohol.
- Move the products to an area where other alcohol-based containing products are sold.
- Prominent signage warning consumers of the presence of an undetermined level of alcohol.

The placement of product in your retail location may be governed by corporate policies and other legal restrictions. We are asking you to consider the concerns outlined in this letter and implement the suggestions listed above to help protect the at-risk population in our community.

We would welcome the opportunity to speak with a representative of your company about this matter and to help advertise your commitment to addressing this problem. Please contact Breanna Boland, CGA, Inc. Executive Director, at 520-836-5022 if you have any questions or would like a training for your staff

Sincerely,

Thomas Anderson, Chair
Casa Grande Alliance

Breanna Boland, Executive Director
CGA, Inc.