

State Attorneys General

A Communication from the Chief Legal Officers
of the Following States and Territories and the City Attorney of San Francisco:

**Alaska * Arizona * California * Colorado * Delaware * Georgia * Guam * Hawaii
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Montana * Nevada * New Hampshire * New Mexico * New York * North Carolina
Northern Mariana Islands * Ohio * Oregon * Puerto Rico * Rhode Island * South Carolina
South Dakota * Tennessee * Texas * Utah * Vermont * Washington * West Virginia
Wyoming**

November 16, 2011

Donald S. Clark, Secretary
Federal Trade Commission
Office of the Secretary
Room H-113 (Annex D)
600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: In the Matter of Phusion Projects, LLC - FTC File No. 112 3084

Dear Mr. Clark:

We, the undersigned Attorneys General and City Attorney, respond to the Federal Trade Commission's request for comments concerning the proposed consent order ("Order") to resolve charges against Phusion Projects, LLC, Jaisen Freeman, Christopher Hunter, and Jeffrey Wright ("Phusion") regarding the marketing of Four Loko, a flavored malt beverage (FMB) sold in 23.5 ounce (oz) cans with 11% or 12% alcohol by volume (ABV).

As the Chief Legal Officers of our respective states and jurisdictions, we are concerned about the dangers and economic costs which excessive alcohol consumption, particularly binge drinking, inflicts on our citizens and society. As a major public health problem, binge drinking accounts for more than half of the country's 79,000 annual alcohol-related deaths and increases the chances of motor vehicle crashes, violence, HIV and sexually transmitted disease, and unplanned pregnancy.¹ At the same time, binge drinking accounts for most of the staggering economic costs – for health care, criminal justice resources and lost worker productivity -- resulting from excessive drinking.² We are particularly concerned about the role played by

¹ See, <http://www.cdc.gov/VitalSigns/BingeDrinking/> (October 2010).

² According to a new study by the Centers for Disease Control and Prevention, the cost of excessive alcohol consumption in the United States in 2006 reached \$223.5 billion or about \$1.90 per drink. Three-quarters of this cost resulted from binge drinking. E. Bouchery, et al., The Excessive Costs of Excessive Alcohol Consumption in the U.S., 2006, American Journal of

“single serving” marketing of supersized, high alcohol FMBs -- in disarmingly sweet, fruit flavors and eye-catching brightly colored cans -- in normalizing and promoting excessive alcohol consumption and binge drinking, especially among youth and young adults.

We commend the FTC for investigating Phusion's marketing of a supersized, high alcohol FMB as if it were a single serving of alcohol when, in fact, one can of Four Loko contains 4.7 servings of alcohol. Consuming one can of Four Loko in a single occasion is “binge drinking,” namely, consuming four or more drinks of alcohol per occasion for women or five or more drinks per occasion for men. We are thus pleased that the FTC’s complaint recognizes that “an individual cannot safely consume a 23.5 oz can of 11% or 12% ABV Four Loko on a single occasion” and Phusion's express or implied representations to the contrary constitute unfair or deceptive practices or false advertising in violation of the Federal Trade Commission Act.³

We agree with the FTC that federal action is needed to address the health and safety risks presented by Four Loko and other supersized, high alcohol FMBs like it, particularly because these new products significantly affect young consumers. It is in this positive spirit that we offer the following comments about the Order. We also encourage the FTC to expand its investigation to include all similar supersized, high alcohol FMBs that are marketed as if they were safe to consume as a single serving, thereby promoting dangerous binge drinking behavior.

COMMENTS ABOUT THE PROPOSED ORDER

1. The Order should limit FMB containers to two servings of alcohol -- the label disclosure and resealability provisions, while positive steps, do not adequately address the “single serving” nature of the product.

In its complaint, the FTC alleges that through unfair, deceptive or false statements and depictions, Phusion represents that a 23.5 oz can of 11% or 12% ABV Four Loko contains alcohol equivalent to *one or two* regular, 12 oz beers or 2 servings of alcohol (1.2 oz of ethanol). See, e.g., FTC Complaint ¶ 9 (emphasis added). Although not stated, we assume that the FTC’s allegation is premised upon a reasonable consumer’s expectation that a “single serving” container provides about one, and certainly no more than two, servings. With regard to alcohol, this is especially important because moderate drinking means consuming no more than two drinks a day for men and one drink a day for women.⁴ At the same time, excessive alcohol consumption, or heavy drinking, means consuming an average of more than one alcoholic beverage per day for women and an average of more than two alcoholic beverages per day for men, and any drinking by pregnant women or underage youth.⁵

“Single-serve” or “ready-to-drink” containers of alcohol beverages, sold in individual cans or bottles and displayed in self-serve, refrigerated cabinets in convenience stores and other outlets,

Preventive Medicine (Nov. 2011), published online at <http://www.ajpmonline.org>. See, http://www.cdc.gov/media/releases/2011/p1017_alcohol_consumption.html?source=govdelivery.

³ FTC Complaint ¶¶ 12-14.

⁴ <http://www.cdc.gov/alcohol/faqs.htm#moderateDrinking>

⁵ <http://www.cdc.gov/alcohol/faqs.htm#heavyDrinking>

have become an increasingly large part of the alcohol beverage industry.⁶ Moreover, a growing number of malt beverages – FMBs as well as light, regular and other beers - are sold in 24 oz cans which are recognized as “single serves.”⁷ The Order does not prohibit Phusion from instructing retailers to display the 12% ABV/23.5 oz cans in refrigerated boxes alongside other lower alcohol, single serve, ready-to-drink beverages. As a result, 12% ABV/23.5 oz cans of Four Loko (containing 4.7 servings of alcohol) will continue to sit on retailers’ shelves alongside other “single serve” cans of malt-based alcoholic beverages. *See* FTC Complaint, Exhibit C-2. The FTC's proposed disclosure and resealability requirements alone do not appear likely to “cure” these single-serve and ready-to-drink aspects of the product from the perspective of the reasonable consumer. Accordingly, we recommend that the FTC consider amending the Order to limit the total amount of alcohol per “single serving” container to two standard drinks, irrespective of labeling and resealability.

Limiting the number of servings in a single-serve container is not without FTC precedent. A similar issue was presented in *In re Canandaigua Wine Company*, 114 F.T.C. 349 (1991), wherein the Commission investigated the marketing and advertising of a chilled high-alcohol wine called “Cisco.” The Commission alleged, in part, that a single 375 ml bottle of Cisco wine contained as much alcohol as 5 servings of 80 proof vodka, but was marketed as single-serve and sold alongside lower alcohol wine coolers. The Commission ordered Canandaigua Wine Co. to cease and desist from representing, directly or by implication, that any package of product with 14% to 24% ABV is a “single-serve” container, unless the contents are 100 ml or less -- the equivalent of .8 to 1.4 servings of alcohol.

The Commission also prohibited Canandaigua Wine Co. from displaying its product on retail shelves next to any alcoholic beverage with less than 7% ABV. *Id.*

2. If the Order does not limit FMB containers to 2 servings of alcohol, its provisions should apply to FMB containers with 2 or more servings of alcohol – and not 2.5 or more servings as currently proposed.

The Complaint alleges that Phusion falsely represents that 23.5 oz/11% or 12% ABV Four Loko contains alcohol equivalent to one or two regular, 12 oz beers. Complaint ¶ 9. One regular beer (12 oz/5% ABV), which contains .6 oz of ethanol, is considered one standard serving of alcohol.⁸ However, the Order requires Phusion to take corrective measures only when the product exceeds 1.5 oz ethanol or 2.5 servings of alcohol. The Order thus permits Phusion to market as much as 2.5 servings of alcohol (1.5 oz of ethanol) as if it were one serving and avoid the Order’s requirements for label disclosure and resealability, and its prohibition against

⁶ Alcohol industry reports indicate that single-serve containers account for more than 50 percent of beer unit sales in convenience stores.

<http://www.pitchengine.com/thegeneseebrewingcompany/the-genesee-brewery-to-install-24ounce-beer-can-production-line/83428/>. Another industry report from 2009 valued the single serve segment of the beer business at \$3.2 billion and stated that “single-serve 24-ounce packages represent almost 11 percent of the case volume sold in the c-store channel, making it a key package in a channel designed around convenience and immediate consumption.”

http://www.crownimportsllc.com/latestnews/pdf/CXCL_24ozCans_Rls.pdf ;

see also <http://www.nacsonline.com/NACS/News/Daily/Pages%20Archive/ND1016094.aspx>

⁷ *Id.*

⁸ <http://rethinkingdrinking.niaaa.nih.gov/WhatCountsDrink/WhatsAstandardDrink.asp>

depicting consumption directly from the can. By condoning the marketing of “single serving” FMBs with 2.5 servings of alcohol, the Order would undermine federal guidelines for moderate drinking.⁹ At the same time, it would create a gap between a reasonable consumer’s expectation of the number of servings of alcohol in a single serving container (at most two servings), and the threshold for corrective action (more than 2.5 servings). Accordingly, we recommend that the terms of the Order apply to any container with more than two servings of alcohol.

3. The Order should define “resealable.”

The Order prohibits Phusion from selling any covered FMB in a container that provides more than 1.5 oz/2.5 servings of alcohol unless the container is “resealable.” Proposed Order, Part II. However, the Order does not define the term “resealable.” The FTC has explained that the resealability requirement “makes it possible for consumers to drink a portion of the container’s content and to save some for later” as part of the remedy “to address the allegedly false representation that Four Loko can be consumed on a single occasion.”¹⁰ To achieve this objective, we recommend that the Order define “resealable” to mean, at a minimum, a device or method that retains the carbonation of the product, prevents spillage, and remains affixed to the container during consumption so that it is available for use without requiring the consumer to hold it or keep track of it.

4. The Order’s prohibitions against depicting consumption directly from the container should be clarified and expanded to address the misrepresentations alleged in the Complaint.

The FTC’s Complaint alleges that Phusion made false or misleading representations through both “statements *and depictions.*” FTC Complaint ¶¶ 9-11, 13 (emphasis added). Moreover, the Complaint cites the website photo and caption in Exhibit B4 as a representation by Phusion that one 23.5 oz/12% ABV Four Loko contains alcohol equivalent to one or two regular, 12 oz beers. FTC Complaint ¶¶ 8, 9. The Complaint describes the photo (“three young men, one of whom is holding a can of Four Loko”) and the caption (“first guy drank 1 [can], second guy drank 2, third guy drank 3, fourth guy was on the ground”). Id. ¶ 8.B. Neither the photo nor the caption depicts consumption directly from the can. However, as alleged in the FTC’s Complaint, the photo and/or the caption falsely represent that one entire can (or more) of Four Loko may be safely consumed on a single occasion.

In contrast, the proposed Order provides that Phusion “shall not depict” any covered product containing more than 1.5 ounces of ethanol “being consumed directly from the container.” Proposed Order, Part III.B. We recommend that the FTC clarify and expand this provision to comport with the allegations in the Complaint by amending it to read “shall not depict *or represent* any covered product containing more than [1.2] ounces of ethanol being consumed

⁹ According to the Dietary Guidelines for Americans, moderate drinking is defined as having no more than 1 drink per day for women and no more than 2 drinks per day for men. This definition is referring to the amount consumed on any single day and is not intended as an average over several days. <http://www.cdc.gov/alcohol/faqs.htm#moderateDrinking>

¹⁰ Analysis of Proposed Consent Order, 76 Fed. Reg. 62066, 62067 (Oct. 6, 2011).

directly from the container *or in its entirety on a single occasion.*”¹¹ This change would ensure that the provision addresses Phusion’s false representations (whether by words or pictures) that a can of Four Loko can be safely consumed on a single occasion as alleged in the FTC’s Complaint.

5. After the Order is made final, the impact of the label disclosure should be studied.

The Order requires, for any container that provides more than 2.5 servings of alcohol, that Phusion disclose on the label, “This [can/bottle] has as much alcohol as [x] regular (12 oz, 5% alc/vol) beers.”

The FTC explains that this label disclosure is designed to alert consumers to the actual number of servings in the container.¹² As officials entrusted with enforcing our respective states’ consumer protection laws, we agree with the FTC’s goal and believe that it is crucial to give consumers information so they may better understand the nature and content of products in the marketplace, especially alcoholic beverages. However, there are currently no federal regulations requiring serving facts on beverage alcohol.¹³ Consequently, the Order would make Four Loko the first (and only) alcoholic beverage on the market to provide this information on its label.

In view of reports by Four Loko’s consumers of excessive alcohol consumption,¹⁴ often with the express intent of becoming intoxicated,¹⁵ we are concerned about the current lack of data on how the proposed label disclosure will influence the purchasing and consumption decisions of these consumers and whether it results in any unintended consequences. We therefore recommend that the FTC work with the Centers for Disease Control and Prevention, the National Institute for Alcohol Abuse and Alcoholism, or other appropriate public health authorities to study the impact of this label disclosure on the target market.

Thank you for your consideration of our views. If you have any questions, please contact Maryland Special Assistant Attorney General Marlene Trestman at mtrestman@oag.state.md.us (410.576.7219), or Utah Assistant Attorney General Thom Roberts at thomroberts@utah.gov (801.538.9600).

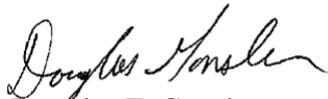
¹¹ “Depict” is defined in standard dictionaries as both “to represent by or as if by a picture” and “to describe.” See <http://www.merriam-webster.com/dictionary/depict>.

¹² Analysis of Proposed Consent Order, 76 Fed. Reg. 62066 (Oct. 6, 2011)


¹³ Cf. 72 Fed. Reg. 41, 860 (July 31, 2007)(TTB Notice of Proposed Rulemaking)


¹⁴ Examples of statements which reflect excessive alcohol consumption by Four Loko’s consumers include, “i could use a can or 2 right now.” “I may have to have at least 4 of them tomorrow. well maybe three.” “On my way to get a few right now.” “Already 3 blueberrys in the system.” “I got 2 watermelon Lokos in my backpack just beggin’ to get slammed!!!” These statements are found on Phusion’s Facebook advertising pages as they appeared on October 16, 2011, and which are excerpted in Attachment 1.


¹⁵ Examples of statements which reflect an intent to consume the product to become intoxicated include, “ha, I knew four loko was the cure for more than just sobriety.” “Dame [sic] they get you tipsy fast.” “Twice the content...twice the strength! It’s all win!!” “Sh*t four loko did more than turn me into a clown last night LOL.” “these anit [sic] for no sissy they will get u right.” “Man you guys make some strong sh*t, I drink one of those and im done!!” “What Loko starts the perfect Saturday night? The one that gets me drunk?” *Id.*

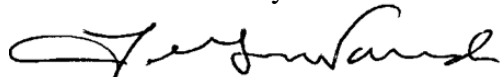

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Maryland Attorney General

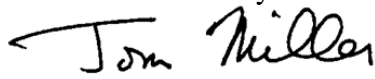

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Alaska Attorney General

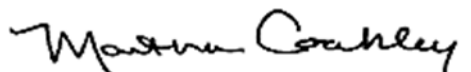

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California Attorney General

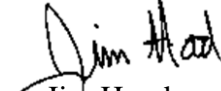

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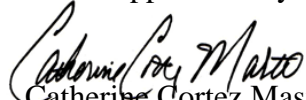

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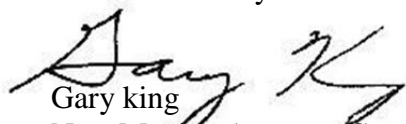

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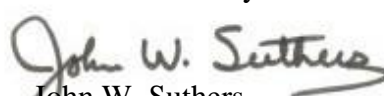

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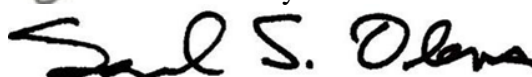

Gary King
New Mexico Attorney General


Respectfully submitted,



Mark Shurtleff
Utah Attorney General



Tom Horne
Arizona Attorney General

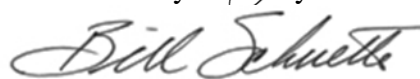

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Colorado Attorney General

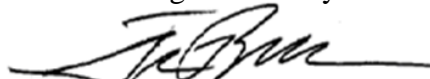

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Georgia Attorney General

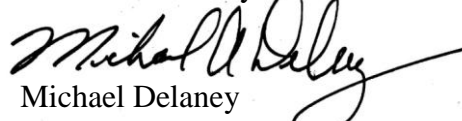

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Michigan Attorney General

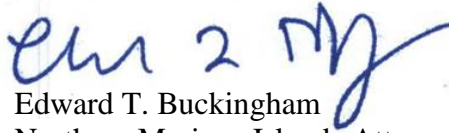

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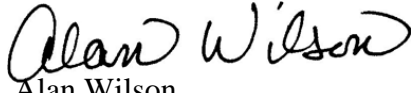
John Kroger
Oregon Attorney General

Signature unavailable

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Puerto Rico Attorney General



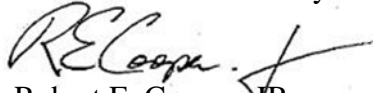
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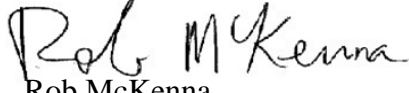
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South Dakota Attorney General



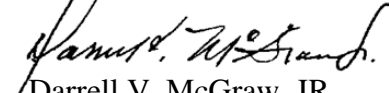
Robert E. Cooper, JR.
Tennessee Attorney General



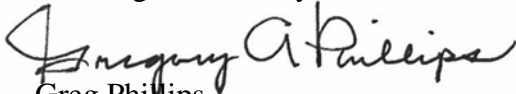
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Vermont Attorney General



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West Virginia Attorney General



Greg Phillips
Wyoming Attorney General



Dennis Herrera
City Attorney of San Francisco



Four Loko

Like

Food/Beverages

Wall

Four Loko · Everyone (Most Recent)

Share: Post Photo

Write something...



Four Loko

BREAKING NEWS: Zombies drink Four Loko, turn human.

Like · Comment · Share · about an hour ago ·

228 people like this.

View all 13 shares



Odell J Houston Sr. first

about an hour ago · Like



Aaron Evans-Caldwell Dang I liked being a Zombie!

about an hour ago · Like



Brian Beanland Turns me into more of a zombie.

about an hour ago · Like · 9 people



Heather Strange Think you got it backwards.

about an hour ago · Like · 1 person



Shane Henhawk I want a lifetime supply of four loko'z!

about an hour ago · Like



Nano Lara I fucking knew it!!!

about an hour ago · Like



Getting fucking stupid ha, i knew four loko was the cure for more than just sobriety...

about an hour ago · Like



Tiffanie Connelly So I bought all these weapons of mass destruction for the zombie apocalypse and I could have just bought an assload of FL? fml

about an hour ago · Like · 2 people



Johnathon Goodwin funny shit funny shit lmfao roflmao

about an hour ago · Like



Edward Hobson i could use a can or 2 right now !! any donations??? lol

about an hour ago · Like



Chat (Offline)

Wall

Info

Friend Activity

Sweepstakes

Welcome

Product Locator

Four Loko Rules

XXX Flavor Poll

Go Loko! Events!

MORE

About

Premium Malt Beverage



Friday at 9:15pm · Like



Emilie Sirette blue raspberry bitches!!!!!!

Friday at 9:18pm · Like



Mike Patrick I may have to have at least 4 of them tomorrow. well, maybe three. forget the lemonade.

Friday at 9:20pm · Like



Raymond D Cedri Jr. The walking dead is the greatest new tv series on!!!! And definately sippin in some XXX greenapple

Friday at 9:23pm · Like · 1 person



Tyshown Ramirez Dame they get you tipsy fast

Friday at 9:24pm · Like



Tony Roper none.....you cant get it in NZ :(

Friday at 9:25pm · Like



Sheri Velvet'love Magni Watermelon :)

Friday at 9:28pm · Like



Jake Werner blueberry lemonade

Friday at 9:33pm · Like



Skotel Guntero all dem bitches ;)

Friday at 9:35pm · Like · 1 person



Nealy Yates Does it matter as long as its a 4 Loko? Just put one in my hand bitches;)But Raz it where its at CHEA!!! Wow I didn't know other ppl liked 4lockos as much as me 4LOKO 4LOKO

Friday at 9:43pm · Like



Modesta Macias Any 4Loko will do!

Friday at 9:51pm · Like



Chris Benavidez grape SON!!!

Friday at 10:07pm · Like · 1 person



Earl Spangler Blueberry Meth [Br] [Ba] flavor!!

Friday at 11:05pm · Like



Ramiro Banker i lik

Friday at 11:27pm · Like



Mike Stroupe Watermelon and Lemonade mixed!

Friday at 11:27pm · Like



Krystal Arizmendiz Vergara (The Walking Dead!!) I'll drinking grape flavor ♥

Friday at 11:50pm · Like



John Seibert you're all assholes if you dont drink dat GRAPE!

Yesterday at 4:03am · Like



Kyle Bonds Green Apple, it's good in my tumtum; and the xxl factor amplifies the good time :}

Yesterday at 10:43am · Like



Erica S. Anderson Grape baby gotta have it

Yesterday at 2:59pm · Like

Chat (Offline)

Search



Friday at 4:26pm · Like · 1 person



Jorge Tula no

Friday at 5:03pm · Like



Matthew Galati

cant get enough...



Like · Comment · Thursday at 9:01pm ·

14 people like this.



Charboneaux Alexander FFUCKKK YEAHH HH H!!!>>..lol

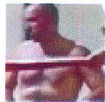
Friday at 3:37pm · Like



Cheryl Angle

is at [Circle K Corporation](#) buying sum [Four Loko](#)...and then is attending [BarRoom Cleveland](#) tonight...hmu :)

[View Post](#) · Thursday at 8:47pm



Scott Beck Sr

Still not in Gatlinburg or pigeon forge TN?

Like · Comment · Thursday at 6:32pm ·

[View all 2 comments](#)



Josh Crump

a Loko a day keeps the doctor away

Like · Comment · Thursday at 5:21pm ·

Four Loko

Chat (Offline)

Search

Ch. 4 Four Loko Friday Tracker: How are you preparing for the perfect way to start your weekend? Visit www.drinkfour.com and start uploading your Loko sightings now!

Four Loko
www.drinkfour.com

Four is a premium flavored malt beverage. Four MaXed is a 16oz. product that comes in citrus and grape flavors with 10% alcohol by volume. Four Loko is a 24oz. product that comes in fruit punch, uva berry, and orange blend flavors and has 11% alcohol by volume. These products are created by Phusion

[Like](#) · [Comment](#) · [Share](#) · Thursday at 5:19pm ·

58 people like this.

[View 1 share](#)



Amanda Ammenhauser mmmmmm four loko

Thursday at 5:21pm · [Like](#) · [1 person](#)



Marcus YourHeyeness Heye Birthday is monday!!! it'd be tight if my shirt was here, but its all good. this weekend shall be LOKO to the max!!!!

Thursday at 5:22pm · [Like](#) · [1 person](#)



Jesse Martin lokos make me one angry angry son of a bitch

Thursday at 5:24pm · [Like](#) · [3 people](#)



Jesse Martin but i love um lol

Thursday at 5:24pm · [Like](#) · [2 people](#)



Ryan Gee 4loko + haunted house =?????(& who cares)

Thursday at 5:24pm · [Like](#) · [2 people](#)



Ivory Parham i could use one..

Thursday at 5:37pm · [Like](#)



Kristin Heinzman LOVE EM !!!

Thursday at 5:45pm · [Like](#)



Sarah Evans On my way to get a few right now.

Thursday at 6:15pm · [Like](#) · [1 person](#)



Veronica KN Bummd they dont sell lokos in utah ah well roadtrip time lol

Thursday at 6:25pm · [Like](#)



Ximena Benvenuto come to peru

Thursday at 6:55pm · [Like](#)



Nick Watercott

I still havn't gotten my t-shirt in the mail. When can I expect to get it?

[Like](#) · [Comment](#) · Thursday at 4:08pm ·

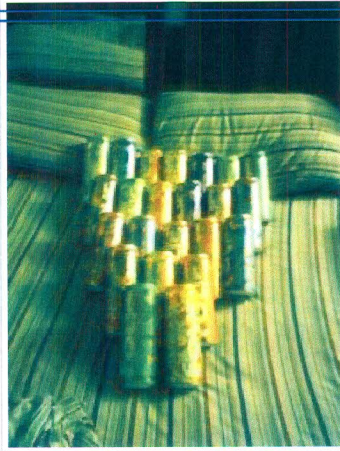
[View 1 comment](#)

Write a comment...

Chat (Offline)



Search



Four Play

Like · Comment · Share · October 8 at 9:26pm ·

262 people like this.

[View all 2 shares](#)

[View previous comments](#)

100 of 109



Ryan Bats Daniel please sponsor my life
October 8 at 9:27pm · Like · 3 people



Twiztid Ninjette watermelon yeah four lokos wooooo
October 8 at 9:27pm · Like · 1 person



Mike Reynolds all of them.
October 8 at 9:28pm · Like · 3 people



Johnna Lynn Briggs Grape :) and my bf has blueberry lemonade
October 8 at 9:28pm · Like · 3 people



Kevin M Minson cranberry lemonade and watermelon!
October 8 at 9:28pm · Like · 1 person



Ariel Ruiz Fruit punch xD.
October 8 at 9:28pm · Like



Mal Hawkins GRAPE BABY!!!!!!!
October 8 at 9:28pm · Like · 1 person



Taylor Hymas Half fruit punch half lemonsade. Bomb.
October 8 at 9:28pm · Like · 1 person



Dan Vivanz Jr. lemonade
October 8 at 9:28pm · Like



Zack Perkins watermelon!! :)
October 8 at 9:29pm · Like · 1 person




Jeramiah Elliott Always Loko Uva!
October 8 at 9:29pm · Like · 1 person



Herby Dominguez cranberry lemonade , fruit punch , green apple , blueberry ♥
October 8 at 9:29pm · Like · 1 person

[Chat \(Offline\)](#)


Search  **Ritchie Dean Grape** Lemon lime
October 8 at 9:33pm · Like

 **Stephen Reed-Jenkins** Lemonade
October 8 at 9:34pm · Like

 **Vanetta Ruper** Watermelon!!!
October 8 at 9:34pm · Like


 **Isaac Owens** Triple Fours Fruit Punch that is lol
October 8 at 9:36pm · Like


 **Ana Katherine** watermelon :P
October 8 at 9:38pm · Like

 **Carlos Alberto Sanchez** Already 3 blueberrys in the system
October 8 at 9:38pm · Like



 **Matt Baldwin** drink the poizzon!
October 8 at 9:39pm · Like · 1 person

 **Wally Tejada** Compay pero compart a esa lata vieja para darle pabajo jejejejeje
October 8 at 9:39pm · Like · Translate


 **Isaac Owens** Four loko is what hes screamin lol
October 8 at 9:41pm · Like · 1 person


 **Stephani Sirett** Blueberry lemonaid is the reason I am still hung over lol
October 8 at 9:42pm · Like · 1 person

 **Isaac Owens** I bet Coal Chamber developed Four Loco. hahlol
October 8 at 9:42pm · Like


 **Anibal Lopez** Mickeys
October 8 at 9:42pm · Like · 1 person

 **Dutch Spicywiener** four loko you make me so swayze
October 8 at 9:42pm · Like

 **Brian Tilden** I bought half of those last night... today has sucked :/ lol
October 8 at 9:43pm · Like

 **Matt McConihe** I see you tryin tah hide that grape in the back... thats min
October 8 at 9:43pm · Like

 **Four Loko** Where's my Poco Lokos at? New flavors and sweet taste, gotta try 'em! Enjoying Mango tonight.
October 8 at 9:43pm · Like · 2 people

 **Jeremy Pike** lemonade
October 8 at 9:49pm · Like

 **Ashley Adkins** haha im going too have watermalon an limeade
October 8 at 9:50pm · Like

 **Kefer Williams Aquafina** Lemonade baby yessss suhhhh
October 8 at 9:51pm · Like

Chat (Offline)

Search



Warren Sandoval I got 2watermelon Lokes in my backpack jus
beggin' to get slammed!!!
October 8 at 9:52pm · Like



Freddie Black Burl blueberry lemonade, lemonade, lemon-lime n
cranberry lemonade.
October 8 at 9:52pm · Like



Addie Ogle Fruit punch is where its at!!!
October 8 at 9:53pm · Like · 2 people



Martin Navedo blue rasberry flavor....fruit punch on the next
bash...
October 8 at 9:54pm · Like



Lopaka Robert Melemai Howell GREEN AND YELLOW, GREEN
AND YELLOW, GREEN AND YELLOW!!!! GO DUCKS!!!
October 8 at 9:56pm · Like



Montel Mac Wilson A 40!! Lol naw I got a Loko too
October 8 at 9:58pm · Like



Nick Piercy Fruit punch!!!. FTW!!
October 8 at 10:00pm · Like · 1 person



Marc Peezy Cranberry lemonade and a lemonade! Gotta get that
eye twitch working!
October 8 at 10:01pm · Like



Ross Scarborough all of those :D
October 8 at 10:02pm · Like · 1 person



Sergio Brasco Grape,Cranberry Lemonaid & Lemon Limes
October 8 at 10:03pm · Like



Chris Mitchell Water melon!!!!
October 8 at 10:09pm · Like



Adrian Djmotion Munoz Lemon lime and lemon cranberry!!!
October 8 at 10:09pm · Like



Mgn Janine watermelon mmmmmm
October 8 at 10:14pm · Like



Ru Ben i need a lokoo 4 2nite blue rasberry....
October 8 at 10:14pm · Like



Cristina Sumpter Mondy the green one of course!!!
October 8 at 10:17pm · Like



Jacqueline Cambridge Coffeee
October 8 at 10:18pm · Like



David Osuna I'm gonna have my arm around some Cooter!
October 8 at 10:22pm · Like



Anthony Quiroz Just popped open a watermelon Loko
October 8 at 10:24pm · Like



Brian Button What can ? hmmm ALL of them xD
October 8 at 10:26pm · Like

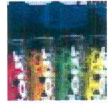
Chat (Offline)

Search

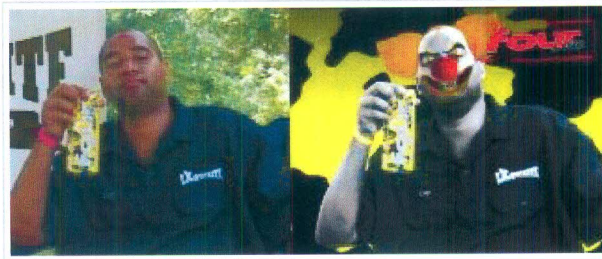
Like · Comment · October 7 at 3:30pm via mobile ·

Four Loko likes this.

Write a comment...



Four Loko added 2 new photos to the album **BREAKING NEWS: Crazy Clown Syndrome Sourced to Four Loko.**



BREAKING NEWS: Crazy Clown Syndrome Sourced to Four Loko

Like · Comment · Share · October 7 at 3:03pm ·

64 people like this.



Four Loko Upload your photos with your favorite Loko for a chance to be cloned.

October 7 at 3:05pm · Like · 2 people



Oscar Aguirre How do I do that?

October 7 at 3:06pm · Like



Sven Cantu rofl, juggalos drink 4 lokos

October 7 at 3:07pm · Like



Josh Aperocho BREAKING NEWS: four loko has the content of 4-5 beers.

October 7 at 3:07pm · Like · 1 person



Four Loko @ Oscar: post your pic to the wall!

October 7 at 3:09pm · Like



Oscar Aguirre Ok. Cool! Thanks dude!

October 7 at 3:10pm · Like



Joseph M Ponce Klownz!!!

October 7 at 3:13pm · Like



James Knowlton Twice the content... twice the strength! It's all win!!

October 7 at 3:32pm · Like



Harlem Mag just finished my Green apple xxx

October 7 at 3:41pm · Like



Jose Rodriguez Fuck yeah!

October 7 at 3:43pm · Like



Tha Nuvo Pain oh man 4 loko i like it

October 7 at 3:59pm · Like

Chat (Offline)

Search

Write a comment...



Coop Exquisite



Like · Comment · October 6 at 3:05pm ·

2 people like this.

[View 1 comment](#)

Write a comment...



Four Loko

BREAKING NEWS: Four Loko is turning people into crazy clowns!

Each week we're going to creep up on one of your pictures!

How to Enter: upload a clear image of your face (with your favorite Loko in hand). Get ready to be clowned.

We'll be posting the first reveal tomorrow!



Down for getting Creepy Clowned this Halloween?

Like · Comment · Share · October 6 at 2:36pm ·

95 people like this.

[View all 2 shares](#)



Maxine Baker That's definitely how I feel after I drink a FoLo
October 6 at 2:42pm · Like · [5 people](#)

Steven Prado The dude already looked like a creep

Chat (Offline)

Search

October 6 at 2:44pm · Like · 9 people



Elvena Motionless i have 1 but where do i send it to its in my mobile photos

October 6 at 2:45pm · Like · 1 person



Four Loko Just upload to the wall! If you can't do that, send it to generalinquiry@drinkfour.com and we'll get in the right direction.

October 6 at 2:47pm · Like · 2 people



Elvena Motionless dope..okay

October 6 at 2:48pm · Like



Luis Soto Hey look, its Jackoff the clown - ___ -

October 6 at 2:50pm · Like



Joe Becker Wait, loko turns people into juggalos?

October 6 at 3:09pm · Like · 1 person



Derek Jardine Haha whoop whoop!

October 6 at 3:11pm · Like



Christina Perez I love da clown lokos turn us n2! Lol

October 6 at 3:17pm · Like



Colt Lynn Johnson That guy, before the Lokos, was ridiculously hot!

October 6 at 3:17pm · Like



Matthew Davis Bahahaha totally true

October 6 at 7:59pm · Like



Devin Wisniewski Shit four loko did more than turn me into a clown last night LOL

October 7 at 7:26am · Like



Empty text input box



Jonathan Polanco Says

Im Looking For Some Fellow Loko Drinkers in NYC to Join my 4loko Crew(we drink and party with 4loko every weekend lol)? Whos down???

Like · Comment · October 6 at 1:50pm ·

3 people like this.



Anastasia Bennett Israel not good for ya

October 6 at 10:33pm · Like

Empty text input box



Travis Dillon Ohrzda

Chat (Offline)

Search



Alyssa Brooke Fermin where did you get that duct tape?
October 5 at 5:02pm · Like



Michael Meyer Hot
October 5 at 5:08pm · Like



Four Loko <http://duckbrand.com/Products/duck-tape/color-duck-tapes/color-duck-tape.aspx>
October 5 at 5:08pm · Like · 1 person



Alyssa Brooke Fermin yay thanks
October 5 at 5:09pm · Like



Frank Antony Harvey LOL..it's like an alcoholic version of the FANTA girls!
October 5 at 5:40pm · Like · 2 people



Kyle Tucker Damn that looks tasty! Cum to Boston! House of champions!
October 6 at 12:09am · Like · 1 person



Ben Curley lol really^^ ??? house of chokers and jokesters is boston
October 7 at 3:15pm · Like · 1 person



Jeremy Robert Tayson Celtics, Red Sox and Patriots all sapped on way too much Blast in '11]....cuh were's
October 8 at 12:18am · Like · 1 person



T-bone Molenaar FFN AWESOME!!!
Friday at 3:28pm · Like



Erik Pineda
fuckin love four loko im gonna tat it on my neck
Like · Comment · October 5 at 2:46pm ·

Four Loko likes this.

Write a comment...



Robert Carter McAlister III
Too Loko Four you
Like · Comment · October 5 at 2:11pm ·



Johnny MacDaddy-cia Clark
The Blueberry Lemonade is the Bomb!!!!
Like · Comment · October 5 at 9:30am ·

Trevor 'Carefree' Melton likes this.

Write a comment...



Adam Trujillo
after 4 u gone loko...
Like · Comment · October 5 at 12:32am ·

Chat (Offline)



Search

4 people like this.

[View all 8 comments](#)

Write a comment...



Josh German

Man you guys make some strong shit, i drink one of those, and im done!!

[Like](#) · [Comment](#) · October 3 at 8:25pm ·



Nick Ferrari



[Like](#) · [Comment](#) · October 3 at 8:02pm ·

4 people like this.



Bret Bible Four Loko, the Cadillac of alcoholic beverages...don't drink and drive (:

October 3 at 8:28pm · [Like](#) · [4 people](#)

Write a comment...



Scott Beck Sr

i have asked just about ever store here in Tennessee they have never heard of four loko! Please try to get some here im in pigeon forge TN...i moved here from florida where im use to getting them...i need loko!!! lol im getting so tired of this TILT crap! =(

[Like](#) · [Comment](#) · October 3 at 7:33pm ·

2 people like this.

[View all 6 comments](#)

Write a comment...



Andrew Chavez

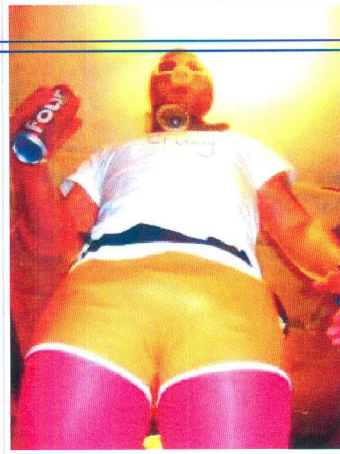
Give me a shirt

[Like](#) · [Comment](#) · October 3 at 5:14pm ·

[Christopher Varga](#) likes this.

[Chat \(Offline\)](#)

Search



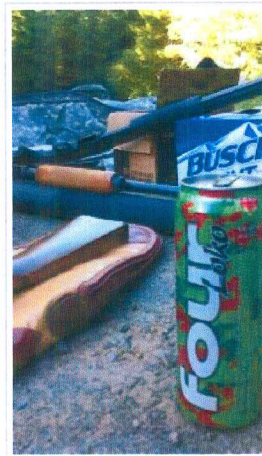
Like · Comment · October 1 at 8:59pm ·

2 people like this.

Write a comment...



Joshua Thomas Beard



Like · Comment · October 1 at 8:53pm ·

3 people like this.

Write a comment...



Four Loko

What Loko starts the perfect Saturday night?

Like · Comment · Share · October 1 at 8:45pm ·

185 people like this.

[View all 2 shares](#)

[View previous comments](#)

100 of 167



Jason Littlefield im drinkin it now...

October 1 at 8:55pm · Like · 1 person

Chat (Offline)



Search



Matt Edsel any one

October 1 at 9:52pm · Like



Daniel Cedeno lemonade no doubt

October 1 at 10:00pm · Like · 1 person



Bryan Anderson lemonade

October 1 at 10:02pm · Like · 1 person



Amanda Swift any of em sounds good to me!!! lol

October 1 at 10:04pm · Like · 1 person



Nathan So'Dorky Perez red FTW!!!!!!!!!!!!!!

October 1 at 10:05pm · Like



Carlos C-los Simon XXX GREEN APPLE

October 1 at 10:06pm · Like · 1 person



Chuck Seither ORANGE!!!!!!

October 1 at 10:07pm · Like · 1 person



Nick Reents any fuckin loco would be great right now...i really need a drink...

October 1 at 10:07pm · Like · 3 people



Aaron Muzio orange

October 1 at 10:16pm · Like



Jenalee Bernard Green apple!! Gonna kick back with one right now

October 1 at 10:19pm · Like · 1 person



Dustin Mooneyham Watermelon ftw

October 1 at 10:25pm · Like



Marvin Hacker Lemon Lime!!!!!!

October 1 at 10:27pm · Like · 3 people



Cruz De la Riva Cranberry lemonade for sure

October 1 at 10:28pm · Like · 1 person



Darami Thompson grape

October 1 at 10:45pm · Like



Cherika Thomas FRUIT PUNCH

October 1 at 10:48pm · Like



Brittney Jo Watermelonnnn

October 1 at 10:48pm · Like



Jennifer Jarocki Any one really...but Ill start with an orange 2nite..lol

October 1 at 10:52pm · Like



Alison Bailey CRANBERRY LEMONADE!!!!

October 1 at 11:21pm · Like · 1 person



Marcus Brammeier The one that gets me drunk?

October 1 at 11:58pm · Like



Callie Packard Triple XXX!!!!!!!!!! =) ♥

October 2 at 12:03am · Like · 2 people

Chat (Offline)

Search

October 4 at 5:37pm · Like



Dawn Romeo Lol..i believe it!
October 4 at 5:39pm · Like



Val Valerie Maria Elena
October 4 at 5:52pm · Like



Eric Wilson these anit for no sissy they will get u right
October 4 at 5:52pm · Like



Maria Elena OH MY GOD I THOUGHT U WERE KIDDING!
Noooooooo!!!
October 4 at 5:57pm · Like



Jessica Thomas DrANKing on a grape now.
October 4 at 6:01pm · Like



Val Valerie nope i wasnt kidding yayyyyyyy u can come outside
now !!!!!!!!!!!!!!!!!!!!!!!
October 4 at 6:02pm · Like · 1 person



Maria Elena NEVER!!! How could four loko do this to me? I
thought what we had was special!
October 4 at 6:05pm · Like



Christian Booth Blueberry Lemonade is my shyt :D
October 4 at 6:11pm · Like · 1 person



Elaine Esquivel IS THE SHIT HELL YEA
October 4 at 6:34pm · Like



Austin Briszain but have zombies come back to life?
October 4 at 6:41pm · Like



T.j. Hammerle don't tell me THEY blamed four loko for their lack
of responsibility too. damn lightweights
October 4 at 6:51pm · Like



James Yogibear Chase HA!
October 4 at 7:09pm · Like



Sergio Brasco ive seen the light after drinking four loko
October 4 at 7:43pm · Like



Rob Melendez I damn sure did!
October 4 at 7:46pm · Like



Johnny Hackworth they already became "two loko"s when they
took all the caffeine out!~
October 5 at 12:28am · Like



Xavier Ramirez You jus ain't drinking enough then.
October 5 at 8:08am · Like



Ian Duggan heh
October 5 at 8:49am · Like



Ian Duggan miss you :(
October 5 at 8:49am · Like · 1 person

Chat (Offline)

Search

September 20 at 2:53pm · Like · 3 people



Nikki Lewinsky I wanna four loko shirt !

September 20 at 6:39pm · Like · 3 people



David Lafleur in the bay area we drink it like its water.i want a job.

October 3 at 4:47pm · Like



Adam Conner

there's no way this doesnt drive more people to drink Four Loko.



Four Loko to relabel cans to show alcohol content, after pressure from FTC

www.washingtonpost.com

The maker of an alcoholic drink that appeals to teenagers will start disclosing that each can of the beverage contains as much alcohol as four to five beers.

[View Post](#) · October 3 at 4:04pm



Jonathan Ceron

whats up with some [Four Loko](#) right now...might make work go by quicker

[View Post](#) · October 3 at 3:59pm



Mikey Roks

Took this at the liquor store;]



[Like](#) · [Comment](#) · October 2 at 11:19pm ·

5 people like this.



'Melissa Rossy this is a good pic

October 4 at 5:31pm · [Like](#)

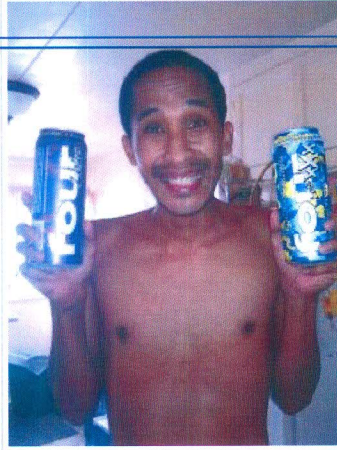


Mikey Roks Thanks:)

October 4 at 7:17pm · [Like](#)

Chat (Offline)

Search



Like · Comment · October 1 at 10:16pm ·

Four Loko likes this.



Ka'ena Higa I'm HAPPY with my FOUR LOKO!
October 1 at 10:16pm · Like · 1 person



Elyssa Xavier Aurite!
October 2 at 12:12am · Like



Ka'ena Higa It's the limited edition can.
October 3 at 5:26pm · Like



Anastasia Bennett Israel not good for ya
October 6 at 10:36pm · Like



Ka'ena Higa Yeah I know but it's a great way to get a quick buzz.
October 6 at 10:49pm · Like



Write a comment...



Philip Ham-ying II

You all need to bring more to Fort Wayne Indiana!!!

Like · Comment · October 1 at 9:19pm via mobile ·

Thee Chris Ianucilli likes this.

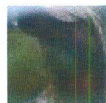
Write a comment...



Duncan Hadley

<http://www.youtube.com/watch?v=h3F3URiIGrI&feature=related>
<http://www.youtube.com/watch?v=h3F3URiIGrI&feature=related>

Like · Comment · October 1 at 9:09pm ·



Joshua Thomas Beard

Chat (Offline)