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"alcopops." They have been taxed the same rate of beer, even though they are from alcohol that comes from distillation rather than...distillation rather than from the brewing process. And also these flavored malt drinks would be taxed at a lower beer rate. Well, what does that mean, taxed? You know, we fight and we argue about taxes and about increasing taxes, and here is one product now that we're going to reduce the taxes on. I don't understand why we would go there. I introduced a bill in Revenue Department (sic) to raise taxes for treatment, for treatment only, and that was soundly defeated. And yet, here we are going to lower taxes for a product. Matter of fact is if we would have taxed this at the rate we really should have, we've already passed up \$1.5 million in taxes. So we have the targeting, targeting of young people, particularly girls. And, by the way, I did a little more research on this and if you'll recall on General File I asked who drinks this, I said nobody under 40, really...or nobody over 40. Nobody over 30 drinks this. This is directly targeted at young people, teenagers. Then the tax issue; another issue that's out there is the advertising. Many groups, some voluntary, do not advertise hard liquors but here they can advertise this. Also, there are some communities that restrict sales on Sunday of hard liquor.

SENATOR CUDABACK: One minute.

SENATOR JENSEN: Here, this comes underneath that again. It is absolutely the wrong way. We're targeting young people for a product that is a gateway product that I think will lead to more drinking, more binge drinking. You know, when I was growing up and, yes, everybody wants to be an adult and so, as a teenager, somehow somebody would come up with a cheap wine. Mogen David was one of those. There were others that were out there. And you'd go behind the garage and you would sip on that, and a few drinks and you really thought, boy, I'm getting a buzz. But that is that same type of philosophy here--to get into a drink that has kind of a sweet taste, flavored like fruits and juices, and yet it is just to get you in that gateway, just to get you in the door to trying hard liquor and other drinks. I would certainly support Senator Chambers' amendment. I'm...

SENATOR CUDABACK: Time, Senator Jensen.