



MORE LOKO

Saving America with the Organic, Free-Trade Cinco Four One Loko WORDS BY DANTE ZUÑIGA-WEST • PHOTOS BY TRASK BEDORTHA

A BRIEF HISTORY

It was just over six years ago that three college friends from Ohio State took out a loan and launched Phusion Projects, the Chicago-based company that brought us all Four Loko. Affectionately referred to as “blackout in a can,” Four Loko, a beverage combining the ever-popular energy drink with malt liquor, since its birth has been under fire — from politicians, law enforcement officials, concerned parents and, in general, most people who disagree with the notion of alcohol consumption as a recreational sport.

This concern and public disapproval came to a head in 2010, when nine students at Central Washington University were hospitalized for excessive consumption of Four Loko. Shortly after, most colleges issued official warnings about the danger of the drink. The CWU incident led Phusion Projects to mail roughly 300 letters out to college presidents and campus alcohol counselors, stressing the need to use Four Loko responsibly. States including Michigan, Oklahoma and Utah banned the sale of Four Loko altogether. Eventually the folks at Phusion Projects opted to pull Four Loko from store

shelves and replace it with a new, less potent version that is no different than standard malt liquor.

IN PURSUIT OF HAPPINESS

It is unfortunate that people unable to use alcohol in a responsible manner ruined such a good thing for this nation. As the saying goes, “One bad apple can spoil the whole batch.” Four Loko was an icon of American freedoms, a brazen attempt to pursue happiness in blatant Generation Y fashion. The existence

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Dive Into Our FLAK 36 Pilsner Cocktail

-created by Elliot Martinez,
Boozeweek Magazine



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