

ANHEUSER BUSCH'S NEW PRODUCT CALLED "SPYKES"

These are small (2.5 - 3 oz) malt beverage at 12% alcohol in very slick bottles.

They are put out by Anheuser Busch, and they are only available in a handful of states thus far. They are being marketed as something to add to beer to improve the flavor, or to pour over ice.

They come in four flavors:

- Spicy Mango
- Hot Melons
- Hot Chocolate
- Spicy Lime

They are retailing in Michigan for \$0.75 up to \$1.00 each.

These new products appear to be marketed for young people. Also, as they begin to appear, officers may not realize that these bottles contain alcoholic beverages. They are the size and shape of many small perfume or mouth wash bottles. With the different colors of liquid they could/will be easily overlooked by patrol officers, especially in a woman's purse.



(cont)

ANHEUSER BUSCH'S NEW PRODUCT CALLED "SPYKES"



Submitted by MSP Tri-County Narcotics