



**STATE OF NEW YORK
EXECUTIVE DEPARTMENT**

DIVISION OF ALCOHOLIC BEVERAGE CONTROL

STATE LIQUOR AUTHORITY

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Albany, New York 12208

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Buffalo, New York 14203

**IN REPLYING REFER TO
New York City**

**STATE OF NEW YORK
DIVISION OF ALCOHOLIC BEVERAGE CONTROL**

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FOR RELEASE:

IMMEDIATE, Tuesday

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"The recent Appellate Court ruling upholding the State Liquor Authority's decision in August of 2004 denying the sale of Integrated Beverage Group's "Freaky Ice" - a frozen malt beverage product with 4.8% alcohol resembling a child-like popsicle treat - once again affirms our belief that this product, represented a hazard to both the public health and safety of New Yorkers."

"We will continue to take all necessary steps to protect the public welfare and ensure that products with potentially dangerous consequences for our children, like 'Freaky Ice', aren't marketed or sold in this State."

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