

City of Philadelphia



Council of the City of Philadelphia
Office of the Chief Clerk
Room 402, City Hall
Philadelphia

(Resolution No. 071111)

RESOLUTION

Denouncing the Hershey Company for their marketing and distribution of Ice Breaker Pacs and urging the company to immediately remove the product and repackage the product in a more responsible manner.

WHEREAS, Hershey's has begun to market and distribute Ice Break Pacs, a breath mint sold in dissolvable pouches in blue or orange that looks like sealed bags of cocaine, crack or heroin sold in many American cities; and

WHEREAS, Family Court Administrative Judge Kevin Dougherty, Judge Lori Dumas Brooks, and veterans in the Philadelphia Police Department narcotics unit including Chief Inspector William Blackburn were shocked and surprised by the drug-like pouches; and

WHEREAS, Hershey's does not take any responsibility for the packaging and distribution of the product claiming that feedback from consumers has been positive; and

WHEREAS, Police officers have conjured up potentially deadly scenarios the look-alike pouches could create including children confusing real drugs for the mints or a drug dealer mixing the mints in with real drugs possibly causing deadly retaliation; and

WHEREAS, Police officers, community groups and those who have lost loved ones to drugs are considering protesting the Hershey Company and urging the company to remove the product from the shelves; now therefore

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Urge the Hershey Company to immediately remove Ice Break Pacs from the market.

FURTHER RESOLVED, That an Engrossed copy of this resolution be sent to David J. West, President and Chief Executive Officer of the Hershey Company.

City of Philadelphia

RESOLUTION NO. 071111 continued

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the sixth of December, 2007.

Anna C. Verna
PRESIDENT OF THE COUNCIL

Patricia Rafferty
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Ramos

Sponsored by: Councilmembers Ramos, Reynolds Brown, Goode, Greenlee, Campbell, Blackwell, Rizzo, Miller, Tasco, O'Neill, Clarke, Savage, Kelly and Krajewski