

Legislation Details (With Text)

File #:	071111	Version:	0	Name:	
Type:	Resolution	Status:		ADOPTED	
File created:	12/6/2007	In control:		CITY COUNCIL	
On agenda:		Final action:		12/6/2007	
Title:	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.				
Sponsors:	Councilmember Ramos, Councilmember Reynolds Brown, Councilmember Goode, Councilmember Greenlee, Councilmember Campbell, Councilmember Blackwell, Councilmember Rizzo, Councilmember Miller, Councilmember Tasco, Councilmember O'Neill, Councilmember Clarke, Councilmember Savage, Councilmember Kelly, Councilmember Krajewski				
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Attachments:	1. Resolution No. 07111100.pdf				

Date	Ver.	Action By	Action	Result	Tally
12/6/2007	0	CITY COUNCIL	ADOPTED		
12/6/2007	0	CITY COUNCIL	READ		
12/6/2007	0	CITY COUNCIL	Introduced	Pass	

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.