

Pocket Shots/ Shot Paks

▪ What are they?

- Pocket shots contain 80 proof liquor, Shot Paks contain 35 proof liquor and they are both packaged in a flexible and strong plastic containers.
- They both contain roughly 50 ml of liquor. This is about 1/7th of a soda can.
- Shot Paks come in 4 different flavors.
 - Kamikaze, Purple Hooter, Sour Apple and Lemon Drop
- Pocket Shots come in 5 different hard liquors
 - Whiskey, Rum, Tequila, Gin, Vodka
- The cost for these Pocket Shots and Shot Paks is about \$1.50.

▪ What kind of problem do they impose?

- The packaging of these products looks like they contain candy, rather than alcohol.
- Since they can be easily concealed in ones pocket, they could easily be snuck into areas where alcohol isn't allowed.
 - Schools, sporting events, dances, homes, etc.

▪ Where are they sold?

- For now both products are only being sold in California.
- They are sold mostly in convenience stores.
- Some stores even have them displayed by the register.

▪ What as youth can we do about this problem?

- Asking the distributor to be more responsible about how they package and distribute their product.
 - Especially about how they advertise on their website.
WWW.Pocketshot.net. Slogan is "goes anywhere".
WWW.Shotpakinc.com compares the Purple Hooter to candy or grape bubble gum!
- Bring attention to the negative aspect of this product through the use of media.
- Creating awareness about the product and how detrimental it could be on our communities, schools, etc.
- Propose legislation and local policies that prohibit sales.

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KAMIKAZE

A Sweet Lemon-Lime
concoction with a
cool and refreshing
mixture of flavors



50 ml shot
35 proof
17.5% ABV



PURPLE HOOTER

Unlike your normal
Purple Hooters, these
have a sweet grape and
berry flavor reminiscent
of candy or grape
bubble gum!



50 ml shot
35 proof
17.5% ABV



SOUR APPLE

A shot with a Tart,
Sour Taste that
has enough kick
to put a smile on
your face!



50 ml shot
35 proof
17.5% ABV



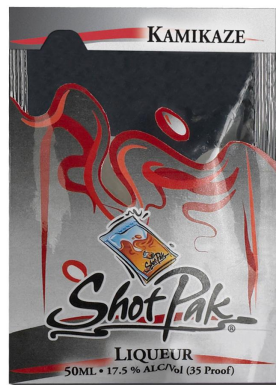
LEMON DROP

The essence of lemon
with a clean finish of
spring fruit and vodka



50 ml shot
35 proof
17.5% ABV







Goes Anywhere

WHISKEY
RUM
VODKA
GIN
TEQUILA

120 Units per case (10 sleeves, 12 units per sleeve)
80 Proof - 50 ml
Produced and filled by PocketShot, San Jose, California

32950 Inverness Drive, Evergreen, Colorado 80439
Phone: 303-325-5520
Toll Free: 866-587-6360
Fax: 303-670-0174

WWW.POCKETSHOT.NET