

'Situational specificity of tolerance' not caffeine behind Four Loko's intoxicating effect

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Yahoo News India:

A new study has dismissed previous claims that caffeine in the fruity alcoholic beverage, Four Loko, is responsible for the spike in alcohol-related hospitalizations.

“Four Loko didn’t have the extraordinary intoxicating effect because of caffeine, but rather because of the phenomenon of situational specificity of tolerance”, said Shepard Siegel of McMaster University.

The ‘situational specificity of tolerance’ implies that alcohol will have a greater effect if administered in the presence of unusual cues, rather than in familiar settings typically associated with the drug.

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