Racing, Gaming and Licensing Minister Syd Stirling told Parliament today that Government supported moves by the NT Licensing Commission to keep new alcoholic milk drink ‘Moo Joose’ out of the Territory.

Mr Stirling said he was concerned about liquor companies marketing and selling alcoholic drinks that were particularly attractive to young people under the legal drinking age.

"We do not want to encourage under-age drinking by allowing these sorts of drinks to be sold in the Territory," Mr Stirling said.

Mr Stirling said he had been advised by Licensing Commission Chair Peter Allen that if any attempt was made to market Moo Joose in the Territory, the Commission would act immediately to prohibit its sale and distribution.

"Commissioner Allen has written to the drink’s promoter to advise him of the Commission’s intentions and copies of the letter have been forwarded to liquor industry representatives in the Territory.

"Should the product makes its way into the NT, the Commission has the power to vary the license conditions of Territory licensees and so ban its sale and supply.

"The Commission has taken similar action in the past with products such as alcoholic icy poles.

"It is extremely irresponsible for liquor companies to be making and marketing products that encourage young people to take up drinking at an early age.

"There are too many stories of under-age drinking leading young people to engage in irresponsible or even dangerous behaviour – not to mention the health risks they face from excessive drinking."

Moo Joose has already been banned in New South Wales and Victoria, with Queensland considering similar action.