



Alcohol and Tobacco Control State of Louisiana

For Immediate Release

Baton Rouge Man Busted for Selling Illegal Homemade Alcohol on Internet

September 10, 2014

Baton Rouge, La. – Alcohol and Tobacco Control (ATC) agents arrested a Baton Rouge man after an investigation by the agency revealed he was selling alcohol online without a state or local permit. The investigation followed an anonymous complaint that online vendor “Honey Dew Fusions” was selling alcohol using the social media site Instagram.

ATC located the username “Honey Dew Fusions” on Instagram and observed messages between buyers and “Honey Dew Fusions” in reference to the cost of bottles of fruit infused vodka. ATC also observed messages referencing the location of the business as being in Baton Rouge.

An ATC undercover operative used the email address listed on Instagram to pose as a buyer and inquire about purchasing a bottle of fruit infused vodka. Jeffrey Daniels responded to the email and instructed the operative on the cost and contents of the products. The operative was able to purchase the alcohol for \$20 through a PayPal account. Several weeks later, a 750ml bottle of alcohol was received. The package had a return address of The Honeydew Factory, 4500 Sherwood Commons Blvd. #1703, Baton Rouge, La. The bottle was sent to the Louisiana State Police Crime Lab for analysis. Results showed the liquid in the bottle contained 11.4% alcohol by volume.

ATC agents arrested 28-year-old Jeffrey Daniels at his residence this morning and transported him to East Baton Rouge Parish Prison, where he was booked with selling alcohol without a state or local permit.

“The sale of illegal homemade alcohol not only poses a threat to the health and safety of others but is unfair to all of the alcohol businesses that follow the laws,” said ATC Commissioner Troy Hebert.

**For more information, please contact:
Troy Hebert, Commissioner
Louisiana Office of Alcohol and Tobacco Control
(225) 925-7293
Troy.hebert@atc.la.gov**

