

## Bloomberg, the Limousine Liberal

[Daniel J. Mitchell](#)

Mayor Bloomberg is a wretched human being. He's an ultra-rich limousine liberal who wants to impose his views on ordinary people.

I've previously written about [his statist efforts to ban bake sales](#), and I've noted with mixed feelings [his proposal to tell food stamp recipients what they're allowed to buy](#).

Now he wants to criminalize large sodas. [Holman Jenkins writes about this silly idea](#) in the Wall Street Journal.

*Mike Bloomberg's move to regulate the size of sodas sold in his city illustrates why it's a good thing he is a mayor of New York and not the czar of all the Russias. American big cities tend to be one-party states to begin with, but at least their totalitarian impulses end up being merely cute because they're so easy to evade. Under the Bloomberg plan, any cup or bottle of sugary drink larger than 16 ounces at a public venue would be verboten, beginning early next year. You'll still be able to buy as much Coke as you want in a supermarket. Go home and pour yourself a bucketful. As Mr. Bloomberg himself was the first to note, you'll also still be free to buy two medium drinks in place of today's Big Gulp at ballgames, theaters, delis and other venues where the ban would be in effect.*

But Mr. Jenkins doesn't just mock Bloomberg for being a food nanny. He also makes an important point about public policy.

Here is the ultimate justification for the Bloomberg soft-drink ban, not to mention his smoking ban, his transfat ban, and his unsuccessful efforts to enact a soda tax and prohibit buying high-calorie drinks with food stamps: The taxpayer is picking up the bill. Call it the growing chattelization of the beneficiary class under government health-care programs.

Bloombergism is a secular trend. Los Angeles has sought to ban new fast-food shops in neighborhoods disproportionately populated by Medicaid recipients, Utah to increase Medicaid copays for smokers, Arizona to impose a special tax on Medicaid recipients who smoke or are overweight. ...So perhaps the famous "broccoli" hypothetical during the Supreme Court ObamaCare debate was not so fanciful after all. It flows naturally from the state's fiscal responsibility for your health that it will try to regulate your behavior, even mandating vegetable consumption.

Or, to summarize, the view of politicians is that the government can tell you how to live because it is paying for your healthcare. This is [Mitchell's Law on steroids](#)! One bad government policy leading to another awful government policy.

And it's not just Mayor Bloomberg pushing these policies. [Other politicians have similar proposals](#), though it's quite likely that their main motive is to collect more tax revenue since they are focused on how to tax various "bad" foods.

But let's try not to be overly depressed. Here's an amusing cartoon on the topic.

I'm glad that people are mocking Mayor Bloomberg and the rest of the Food Nazis. And it's good to see that the soft drink industry is fighting back, as seen by [this Super Bowl commercial](#).

Maybe some day we'll get to the point where people have to smuggle food past government agents. This may sound absurd, but it's [already happening in Norway](#).