

‘Red Bull RapsCALLION’ Latest Example of ‘Niche-Market’ Shoplifting Trend

Local man with an astounding 18 arrest warrants wanted by authorities

COLUMBUS, OH—A Central Ohio man wanted for stealing enough *Red Bull* energy drinks to give him wings to fly to the moon and back has been named “Fugitive of the Week” by Columbus City Attorney Richard C. Pfeiffer, Jr.

Twenty-five-year-old Justin Christian Daye of Columbus’ far east side has 18 warrants for his arrest after being charged with stealing hundreds of cases of *Red Bull* worth close to \$5000 from retailers across the region. He is wanted on 16 total counts of theft, two counts of criminal trespassing, and one count of possessing drug abuse instruments.

“We continue to see ‘niche market’ serial thieves specializing in stealing large quantities of very specific products,” said First Assistant City Prosecutor Bill R. Hedrick. “We have prosecuted thieves who strictly stole only *Crest White Strips*, *Downton Abbey* DVDs, *Dyson* vacuum cleaners, high-end faucets, pickup truck tailgates, hospital scrubs, and red meat.”

On 7-12-16, Daye wiped out the entire shelf of *Red Bull* from a Reynoldsburg area supermarket, stealing 23 cases containing a total of 276 cans. The total retail value of the stolen merchandise was \$459.77.

On 7-16-16, Daye stole 46 cases of *Red Bull* and 12 cases of *Monster Energy Drink* from a Polaris area grocery store, stealing 304 cans. The total retail value of the stolen merchandise was \$547.82.

On 7-20-16, Daye stole 18 cases of *Red Bull* and eight cases of *Monster Energy Drink* from a Reynoldsburg area supermarket, stealing 192 cans. The total retail value of the stolen merchandise was \$346.74.

On 7-24-16, Daye stole 29 cases of *Red Bull* and six cases of *Monster Energy Drink* from a far east side grocery store, stealing 284 cans. The total retail value of the stolen merchandise was \$467.85.

On 7-26-16, Daye’s attempt to steal “a lot of *Red Bull*” was thwarted as he fled from a Reynoldsburg area supermarket empty-handed.

On 8-6-16, Daye’s attempt to steal a cart-full of *Red Bull* and *Monster Energy Drink* was thwarted at approximately 6:15 p.m. as he fled from a Reynoldsburg area supermarket.

Approximately 15 minutes later, Daye stole 31 cases of *Red Bull* from a nearby grocery store, stealing 308 cans. The total retail value of the stolen merchandise was \$641.49.

On 8-7-16, Daye stole 26 cases of *Red Bull* and six cases of *Monster Energy Drink* from a far east side grocery store, stealing 176 cans. The total retail value of the stolen merchandise was \$317.48.

On 8-9-16, Daye stole 36 cases of *Red Bull* and six cases of *Monster Energy Drink* from a far east side grocery store, stealing 248 cans. The total retail value of the stolen merchandise was \$460.58.

On 8-20-16, Daye stole 38 cases of *Red Bull* from a Reynoldsburg area supermarket, stealing 312 cans. The total retail value of the stolen merchandise was \$507.62.

On 8-21-16, Daye stole 61 cases of *Red Bull* from a far east side grocery store, stealing 316 cans. The total retail value of the stolen merchandise was \$678.59.

On 8-24-16, Daye stole 33 cases of *Red Bull* and four cases of *Monster Energy Drink* from a far east side grocery store, stealing 172 cans. The total retail value of the stolen merchandise was \$345.03.

Daye also is wanted in connection to three other thefts, including stealing \$342-worth of butane lighters from a Northland area supermarket, \$545-worth of “candy and beef jerky” from a Reynoldsburg area supermarket, and dozens of *Snickers* bars from a Gahanna area gas station.

“While Mr. Daye is definitely one of the more energetic thieves we’ve come across, we don’t believe he’s consuming hundreds of cans of *Red Bull* a week on his own,” said Hedrick. “It’s likely that he’s part of an organized theft ring, although we can’t entirely rule out the possibility that he is a raging *Red Bull* junkie.”

Daye’s past criminal record includes charges of felony theft, receiving stolen property, breaking and entering, falsification with the purpose to commit theft, felony drug abuse, operating a vehicle without a license, and disorderly conduct.

Anyone with information on Justin Christian Daye is asked to contact First Assistant City Prosecutor Bill R. Hedrick at 614.645.8874 or brhedrick@columbus.gov.

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WANTED

The Red Bull Rapscaillon



JUSTIN CHRISTIAN

DAYE

DOB: 10/30/1991 (Age 25)

Height: 5'9" **Weight:** 165

Hair: Brown **Eyes:** Blue

Last Known Address:

3811 Wade Rd.

Columbus, OH 43232

Case Number(s):

2014 CRB 009830 2016 CRB 007803 2016 CRB 014593
2016 CRB 014573 2016 CRB 017725 2016 CRB 016230
2016 CRB 019467 2016 CRB 017726 2016 CRB 019104
2016 CRB 021319 2016 CRB 021320 2016 CRB 021621
2016 CRB 021618 2016 CRB 021617 2016 CRB 021321
2016 CRB 022248 2016 CRB 021619 2016 CRB 021620

Charge(s):

2913.02(A1) – Theft (11 counts)

2313.02 – Petty Theft (five counts)

2311.21 - Criminal Trespass (two counts)

2925.12 - Possessing Drug Abuse Instruments