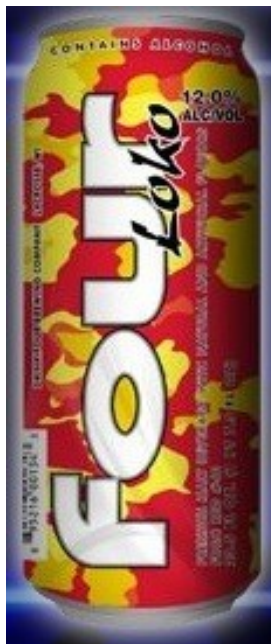


Reducing Access to High-Alcohol, Supersized Alcopops

Reducing Harm to Communities and Youth



Sarah M. Mart, MS, MPH
Director of Research

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Sarah Mart

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

ALCOHOL JUSTICE - The Industry Watchdog

formerly Marin Institute

We promote evidence-based public health policies and organize campaigns with diverse communities and youth against alcohol-related harm.

- Charge for Harm
- Stop Alcopops & Alcoholic Energy Drinks
- Restrict Alcohol Advertising
- Support State Control

Alcopops

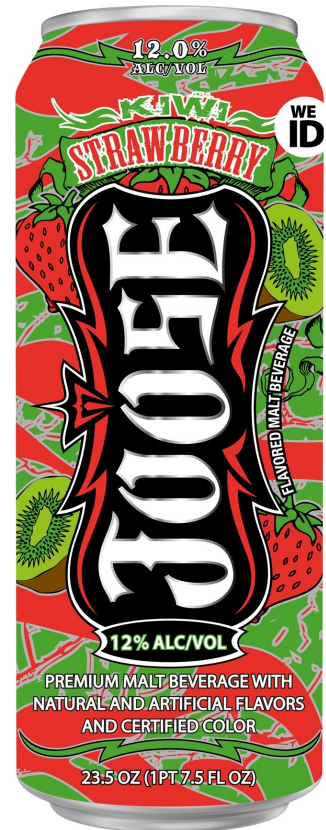


- **Product:** Sweet, fruity flavors, bright colors
- **Price:** Cheap
- **Package:** Single-serve containers, loud, bright colors, energetic graphics
- **Promotion:** social media, digital, local, contests, prizes, music, youth-friendly



Alcopops: The Last 20 Years

- Single-serving sizes have doubled
- Alcohol content has nearly tripled
- Marketing campaigns are even more directed to youth
- Youth experience significant harm from alcopops
- Policymakers are looking for options to address this problem



Alcohol Content Increasing

Standard drink (beer)

12 oz. of 5% ABV

1st Gen. Alcopops

12 oz. of 5-7% ABV



**Supersized
Alcopops**
24 oz.
up to 12% ABV



“One can of Blast consumed in a single occasion is a binge-drinking episode”

- Letter to Pabst from State Attorneys General (MD, AZ, CA, CT, Guam, ID, IL, IA, KY, ME, MA, NM, OH, OK, TN, UT, WA, and the City Attorney of San Francisco)



Which cans are most appealing to young people?

*Bold Colors

*Bright

*High Energy

*Fruit Flavors

*Size

Get videos, t-shirts, prizes...

facebook Search

CLICK  TO CHECK OUT AN EXCLUSIVE VIDEO FROM SNOOP!

Wall
Info
Friend Activity
Snoop B-Day
Photos
Snoop Exclusive
PBR Map

About
From Colt 45 comes Blast - a premium malt beverage

4,275 like this
22 talking about this

Create a Page
Get Updates via RSS
Report Page
Share

The main content area features a video player with a purple play button. The video shows Snoop Dogg in a suit holding a can of Blast malt beverage, surrounded by women in a club setting. A purple box highlights the play button.

FOUR Loko

12% ALCOHOL

Want a **FOUR LOKO** Shirt?
CLICK SWEEPSTAKES TAB

The advertisement shows four cans of Four Loko in different flavors (blue, green, white, red) against a black background with a red starburst graphic. A red arrow points downwards at the bottom.



109 Views



Loko FUNatics creative costumes

Posted by Four Loko on 07/09/2011

Comment

Like 1 person liked this.

DISQUS

Add New Comment

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Type your comment here.

Showing 0 comments

Sort by popular now

Subscribe by email RSS

Like

Tweet

www.drinkfour.com for Phusion Projects/Four Loko



Lessons Learned from AEDs

- States can (and did) issue administrative bans on dangerous alcohol products.
- State Attorneys General played a significant role.
- Federal action prompted state action, and vice versa.
- Medical & public health researchers were crucial.
- Need to focus on dangerous product characteristics, not 1 brand at a time.

Policymakers Look for Options



- **Local and state legislation**
- **Administrative orders, regulation**
- **Alcohol Justice model state statute**

Legislative Activity in 2011

- 12 states proposed bills to ban the sale of alcoholic energy drinks
- Of those, 2 states (California and Iowa) passed bans on AEDs
- In 2011, Vermont proposed a bill to ban alcopops in containers of more than 12 ounces

Administrative Actions, 2010-2011

- 10 states issued administrative orders banning alcoholic energy drinks
- New York State Senator Jeffrey Klein held investigative hearing on alcopops, subpoenaed Phusion Projects/Four Loko
- New Hampshire banned sale of Joose

Model Legislation

- No caffeinated alcoholic beverage may be imported, produced, manufactured, distributed, or sold at any alcohol outlet in the state.
- No flavored malt beverage with an alcohol content more than 6% ABV, or in a container exceeding 12 fluid ounces, may be sold or offered for sale.

http://alcoholjustice.org/images/stories/pdfs/aedmodel_statute_mi.pdf

Model Legislation

- Includes purpose and findings
- Offers definitions of beer, caffeinated malt beverages, and flavored malt beverages
- Recognizes authority of local governments to enact stricter regulations than those in the Model Statute.

Recent Developments

- Blast by Colt 45 (Pabst), Four Loko (Phusion Projects), Joose (United Brands) offer 12 oz. bottles in addition to supersized cans
- Big Beer set ABV at 8% on some versions of its alcopop products
- FTC issued administrative complaint against Phusion Projects - Comment period just extended until December 2, 2011.

New developments...



Contact Us

Sarah M. Mart, MS, MPH
Director of Research

p 415.257.2485 (direct)

e sarahm@alcoholjustice.org

alcoholjustice.org