Alcohol Producers, Promotion, & Policy

Corporations Undermining Public Health & Safety

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

No relationships to disclose.
Alcohol Justice

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

- Increase alcohol taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertising & promotions
- Support state control of alcohol distribution and sales
Alcohol industry’s influential tactics

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations: youth, communities of color, LGBT
- **Create** trade & front groups
- **Misdirect** with voluntary self-regulation charade
- **Fund** public relations/education/”responsibility” programs
- **Lobby** to undermine effective public policy
- **Sponsor** legislation to roll back or exempt from regulation
Best practices

The most effective policies include:

• Increasing alcohol taxes
• Government monopoly of retail sales
• Legal restrictions on alcohol ad exposure
• Minimum legal purchase age
• Outlet density restrictions

WHO Global strategy to reduce the harmful use of alcohol, 2010.
Big Alcohol

MillerCoors

AB InBev

DIAGEO

Pernod Ricard

BACARDI

ALCOHOL JUSTICE
The Industry Watchdog
More Big Alcohol

E&J. Gallo Winery

Constellation Brands

Chateau Ste Michelle

Altria
Trade groups

Beer Institute

Wine Institute

Distilled Spirits Council of the United States

The Century Council

Distillers fighting drunk driving and underage drinking
Front groups

Bacardi U.S.A., Beam Global, Brown-Forman, Constellation Brands, DIAGEO, Hood River Distillers, Pernod-Ricard, Sidney Frank Importing

Anheuser-Busch InBev, Asahi Breweries, Bacardi-Martini, Beam Global, Brown-Forman, Diageo, Heineken, Molson Coors, Pernod Ricard, SABMiller
Alcopops

Product: Sweet, fruity, bright
Price: Cheap
Package: Single-serving, bright, energetic
Promotion: social, digital, local, prizes, music, youth-friendly
Overexposure

DOWNLOAD YOUR FREE TRACK OF THE WEEK

1. Click the download button. This will launch a pop-up window.
2. Save the song file to a location on your computer that you will easily remember.
3. Proceed to the steps on your computer and desktop click to play, burn or transfer your files using the program of your choice.

<table>
<thead>
<tr>
<th>Tracks</th>
<th>Preview</th>
<th>Download</th>
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</thead>
<tbody>
<tr>
<td>Portugal The Man - When The War Ends</td>
<td>[PREVIEW]</td>
<td>[DOWNLOAD]</td>
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<td>The JaneDear Girls - Shotgun Girl</td>
<td>[PREVIEW]</td>
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<td>Janelle Monáe - Tightrope (The Solo Version)</td>
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<td>[DOWNLOAD]</td>
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<tr>
<td>Zac Brown Band - Colder Weather</td>
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<tr>
<td>Nickelback - This Afternoon</td>
<td>[PREVIEW]</td>
<td>[DOWNLOAD]</td>
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</tbody>
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Industry self-regulation charade

Barriers to effective self-regulation include:

- Lack of public awareness
- Lack of an independent review
- Subjective nature of guidelines
- Lack of penalties and enforcement power

A 2008 Marin Institute study found complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of its Code.

New developments...
Industry efforts to decrease regulation

Federal
• Senate and House bills to reduce beer tax rate
• Senate and House bills to lower beer tax rate for small brewers
• House bill to reduces spirits tax rate for small distillers

State
• 5 states with bills to decrease alcohol taxes
• Rhode Island: Proposed tax holidays
• Nebraska: Defined flavored malt beverages as beer
• Ohio: Increase max alcohol content in beer 12% to 21% ABV
• Washington: Initiative 1183
License state example: California

In 2011-2012 (second half of 2-year session):
• 22 legislative acts proposed
• 2 amended to no longer include alcohol
• 3 concurrent resolutions promoting types of alcohol and alcohol producers and distributors

CA law now allows:
• Alcohol served in gondolas without a license
• Distillers to charge for tastings
• Licensees to conduct, sponsor, or participate in consumer contests and sweepstakes offering prizes
• Increased number of on-sale general licenses in certain counties
Federal Lobbying: 2011

2011 Spending
DISCUS: $4.8 million
ABIInBev: $3 million
SABMiller: $2 million
Diageo: $2.2 million
WSWA: $1.2 million
Brown-Forman: $950,000
NBWA: $930,000
Beer Institute: $920,000
Pernod Ricard: $915,000
Bacardi: $580,000
Wine Institute: $345,000
Brewers’ Assoc: $279,000
Crown Imports: $240,000
Boston Beer Co: $165,000

Center for Responsive Politics, www.opensecrets.org
## Top Contributors, 2011-2012

<table>
<thead>
<tr>
<th>Contributor</th>
<th>Amount</th>
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<tbody>
<tr>
<td>National Beer Wholesalers Assn</td>
<td>$1,591,500</td>
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<tr>
<td>Wine &amp; Spirits Wholesalers of America</td>
<td>$671,500</td>
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<tr>
<td>Anheuser-Busch InBev</td>
<td>$441,521</td>
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<td>Silver Eagle Distributors</td>
<td>$244,300</td>
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<td>Republic National Distributing</td>
<td>$145,290</td>
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<tr>
<td>Bacardi Ltd</td>
<td>$134,700</td>
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<tr>
<td>L&amp;F Distributors</td>
<td>$125,700</td>
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<tr>
<td>Southern Wine &amp; Spirits</td>
<td>$123,200</td>
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<td>Brown-Forman Corp</td>
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<tr>
<td>Puma Springs Vineyards</td>
<td>$97,280</td>
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<td>Wine Institute</td>
<td>$88,272</td>
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<td>Charmer Sunbelt Group</td>
<td>$86,154</td>
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<tr>
<td>SABMiller</td>
<td>$81,250</td>
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<td>Constellation Brands</td>
<td>$74,200</td>
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<tr>
<td>Patron Spirits Co</td>
<td>$71,100</td>
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<tr>
<td>Molson Coors Brewing</td>
<td>$69,550</td>
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<tr>
<td>Diageo PLC</td>
<td>$55,229</td>
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<tr>
<td>Gallo Winery</td>
<td>$53,298</td>
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<td>Jordan Vineyard &amp; Winery</td>
<td>$50,800</td>
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<td>Central Distributors</td>
<td>$49,450</td>
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## CA State Contributions: 2012

<table>
<thead>
<tr>
<th>Alcohol Entity</th>
<th>2012 Spending</th>
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</thead>
<tbody>
<tr>
<td>CA Beer &amp; Bev Distributors</td>
<td>$241,150</td>
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<tr>
<td>Anheuser-Busch InBev</td>
<td>$191,386</td>
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<tr>
<td>Wine Institute</td>
<td>$156,141</td>
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<td>Southern Wine &amp; Spirits</td>
<td>$145,900</td>
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<td>E &amp; J Gallo</td>
<td>$94,633</td>
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<td>Youngs Market Company</td>
<td>$90,100</td>
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<tr>
<td>DISCUS</td>
<td>$23,239</td>
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<tr>
<td>MillerCoors</td>
<td>$21,690</td>
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<tr>
<td>Diageo</td>
<td>$21,168</td>
</tr>
<tr>
<td>CA Assoc of Winegrape Growers</td>
<td>$14,500</td>
</tr>
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Lessons learned: AED victory

• States can (and did) issue administrative bans on dangerous alcohol products (AEDs).

• State Attorneys General played a significant role.

• Federal action prompted state action, and vice versa.

• Medical & public health researchers were crucial to successful policy change.

• Need to focus on dangerous product characteristics, not single brands one at a time.
What the alcohol industry is fighting

States
• Bills to increase alcohol taxes: 10 states
  Victories: Maryland, Connecticut
• Bills to ban caffeine in alcoholic beverages: 11 states
  Victories: California, Iowa
• Bills to restrict alcohol advertising in various media; 5 states
  MA, NJ, NY - on public property, either partial or full
  NH – in campus publications; MS, VA – out of home

Federal
• Including alcohol in Federal Guidelines on Restaurant Menu Labeling
Join us – Take action

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