Reducing Access to High-Alcohol, Supersized Alcopops

Reducing Harm to Communities and Youth

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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 - 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…
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.

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…
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