Learning from Big Food: How the Alcohol Industry Spins its Products and Healthy and Nutritious

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Recent Alcohol Trends

- **All-natural, whole-fruit spirit products**: Images of fruit and words such as “natural,” “fusion,” and “fresh.”

- **Fitness-friendly beers**: Low-cal, low-carb beers, advertising targets athletic drinkers.

- **Organic alcohol products**: Brands introducing organic varieties while continuing non-organic lines.
Food & Natural Claims

Natural junk foods

Calories in one serving: 150 (90 fat)
10 grams of fat, 150 mgs sodium
SKYY INTRODUCES THE NEXT EVOLUTION IN VODKA. THE REAL FRUIT TASTE OF ALL NATURAL FLAVORS.

GO NATURAL.
Why all-natural?

“The all-natural positioning is important. It plays into the trends that are happening in the beverage category as a whole, and fits into consumers’ needs at this time.”

- Lisa Pope, Pope Consulting, May 6, 2008
Natural, whole-fruit spirits

- Flavored vodkas launched in 1986
- “Fusions” introduced in 2004
- “Infusions” and “All-natural” gain momentum in 2008
Skyy Infusions: “True to Fruit Experience”

“All-natural is what’s hot right now, across the food and beverage industries…

We utilized a proprietary infusions process to create an all-natural product featuring 100 percent real fruit and premium SKYY Vodka.”

– Kirsten Van Sickle, senior brand manager at Skyy Vodka

Fruit image boosted purchase intent 23%, “natural,” 33%
Streams of color are meant to emphasize the natural fruit flavors, according to a brand representative.

Citron product pre-dates "natural" ads, by 10 years, so what changed?
IN AN ABSOLUTE WORLD, TRUE TASTES COMES NATURALLY
Finlandia Grapefruit Fusion

“Nature has a flavor all its own.”
FINLANDIA ALL NATURAL TANGERINE FUSION

“Enjoy a refreshing slice of Finlandia”

“Finlandia is so fresh and natural, it smells like the tangerines came straight from the tree and into the bottle…”
Fragoli Wild Strawberry Liqueur
Fragoli’s alleged health benefits

“In a recent scientific study, researchers found that the addition of ethanol…boosts the antioxidant nutrients in strawberries and blackberries. Coincidentally, this news speaks directly to Fragoli’s target customer, women.”

- Fragoli press release, September 2007
## Health-Promoting Beverages

<table>
<thead>
<tr>
<th>Sports Drinks</th>
<th>Energy Drinks</th>
<th>Fitness Waters</th>
</tr>
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<tbody>
<tr>
<td>[Image of Gatorade]</td>
<td>[Image of Monster Energy]</td>
<td>[Image of Vitamin Water 10]</td>
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- **Sports Drinks**
- **Energy Drinks**
- **Fitness Waters**
Fitness-Friendly Beers

- Michelob Ultra: 95 calories / 2.6 carbs
- MGD 64 (Miller): 64 calories / 2.4 carbs
- Bud Select 55 (new): 55 calories / 1.9 carbs

Fed rule: under 7 carbs ok for "low-carb" claim.
Big Food Nutri-washing

PEPSICO
Michelob Ultra: “Smart Choice”
Big Food & Sports Figures

Coca-Cola hijacks Lance Armstrong
Michelob Ultra’s new face: Lance Armstrong

- Sponsorship deal announced October 6
- Two TV commercials scheduled to air in 2010
- Image will appear on packaging and in print, outdoor, and in-store ads
- Terms of the deal are not being disclosed

“Having dominated a sport that requires such a physical commitment, Lance is the perfect athlete to connect with adult beer drinkers who lead active lifestyles.”

- Michelob Ultra Web site
MGD 64 Running Sponsorships

Free cold one for everyone who finishes race

- Nashville
- San Diego
- Seattle
- Chicago
- Virginia Beach
- Philadelphia
- San Jose
- Denver
- San Antonio
- Las Vegas
- Phoenix
MGD 64: “A tasty contradiction”

Online weight-loss program sponsored by Miller’s MGD 64, 2009

> Men’s Fitness
> Shape Magazine

Misleading?
Deceptive?
THE WORLD’S FIRST PROTEIN INFUSED ULTRA PREMIUM VODKA

The protein used in the Devotion Vodka blend is PeptoPro® and casein. PeptoPro®, which was developed by DSM Food Specialties with the Dutch Olympic Committee is a recovery ingredient for fast muscle refueling. The target was to give the Dutch Olympic athletes a competitive advantage at the Olympic Games in Athens in 2004…it won the Health Ingredient Europe Award for the best health ingredient innovation in 2004.

(80 proof, 40 % ABV)
Organic Alcohol Products
Blue Ice vodka ad

“Premiering soon... another Blue Ice premium American spirit”
Blue Ice vodka ad, part 2

“Now you can enjoy Blue Ice vodka two ways…”
360 Vodka - “Blend in with nature”

“the world’s first eco-friendly vodka…

“beyond natural, beyond clean, beyond smooth.”

“first luxury vodka that’s good for the planet.”
Not to Leave Out Tobacco

Natural American Spirit

“responsible, sustainable, earth-friendly, organic, authentic, additive-free”
Future Alcohol Trends

- **All-natural, whole-fruit spirit products:**
  Flavored vodkas are growing at twice the rate of traditional vodkas; 2008 - 120 flavored vodkas and 40 different flavors.

- **Fitness-friendly beers:**

- **Organic alcohol products:**
  Possible slow-down with economy, sure to come back, niche market, greenwashing.
Feedback and Suggestions?

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