

Alcohol, Energy Drinks and Youth: A Dangerous Mix

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What's New in Alcoholic Beverages?

- Alcoholic energy drinks
(rapidly expanding market)





Targeting Youth

- Core Consumer Group: Teenagers and Young Adults
- 31% of 12-17 year olds
- 34% of 18 year olds
- 22% of 25-34 year olds
- Popularity of nonalcoholic energy drink products promoted by:
 - 1) mixing with alcohol
 - 2) marketing premixed alcoholic energy drinks

Marketing Strategies Promoting Youth Consumption

- Monster Assault
- Sparks
- Cocaine
- Red Bull
- Rock Star
- Pimp Juice
- Bawls
- Rip It



Marin Institute on Alcohol Energy Drinks

- Energy drinks are equivalent to



5-6 cups of Coffee



Marketing Strategies Promote Youth Consumption

- Easy Access of products at convenience stores
- “Grassroots” level marketing- events, extreme sports sponsorships, internet interactions, text messaging, Myspace.com



Government Responses to Public Health Concerns

ALCOHOL, ENERGY
DRINKS AND YOUTH



U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB)


- TTB will take appropriate enforcement action when we determine that there has been violations of the advertising provisions of the FAA Act or its TBB announcement, May 2007

ACTIONS TAKEN TO DATE: 0



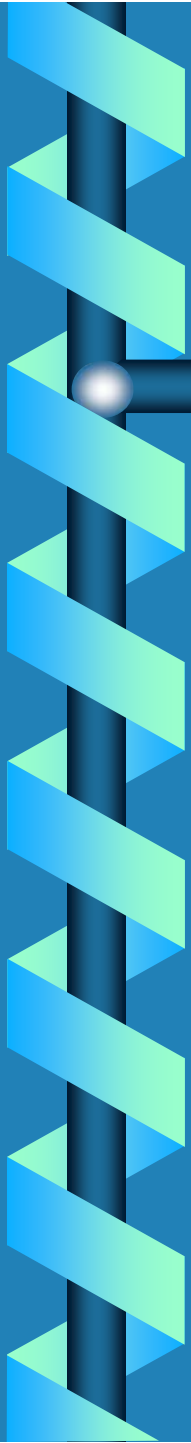
Federal Trade Commission

- The FTC has conducted no investigation of alcoholic energy drinks.
- It has established partnerships with SAB Miller and other alcohol industry groups to develop underage drinking prevention programs.



Letter to Anheuser Busch From 29 State Attorney Generals

- “Given the documented health and safety risks of consuming alcohol in combination with caffeine or other stimulants, Anheuser Busch’s decision to introduce and promote Spykes is extremely troubling.”



Letter to Anheuser Busch from 29 Attorney Generals

- "Promoting alcoholic beverages through the use of ingredients, packaging features, logos and marketing messages that mimic those of nonalcoholic refreshments overtly capitalizes on the youth marketing that already exists that may be legally purchased by underage consumers."

(Anheuser Busch pulled Spykes from the market shortly after receiving this letter)



Enter the Alcohol Industry

- Mixing Vodka and Red Bull in bars
- Introduction of premixed energy drinks
- U.S. two largest brewers – Miller and Anheuser Busch have entered the market

Targeting Young People with a cheap alternative to mixed drinks...

- Price comparison: 3 alcoholic brands cost about 25% less than 3 alcoholic drinks

Alcoholic Brands:

- Rockstar \$1.39
- Sparks \$1.53
- Tilt \$1.53

Nonalcoholic brands:

- Rockstar Juiced \$ 2.03
- Lost Energy \$ 2.07
- SoBe Adrenaline Rush \$ 2.03



Alcoholic Energy Drinks and Health: What are the Risks?

- Do Energy drinks really improve performance and health?
- Negative Health impacts of caffeine and energy drinks
- Research on health effects of other energy drink additives
- Health implications of adding alcohol to energy drinks



Public Health Implications

- Marketing and product design promotes youth consumption
- Alcohol + caffeine = a wide awake drunk
- Caffeine masks alcohol's intoxicating effects, promotes risk taking
- Youth most likely to be effected

Conclusion

- Combining alcohol and caffeine is potentially harmful!





It's Not Too Late!

- Let's take action before alcoholic energy drinks become entrenched in the marketplace.
- Demand corporate responsibility.
- Seek Regulatory reform at the Federal, State and Local levels.



Recommendations

- Actions by beverage consumers
- Actions by alcohol distributors and retailers
- Actions by the Federal Government
- Actions by the State Government
- Actions by parents



It's Time to Act!

- Let's keep our children healthy and safe!
- Let's keep these products away from them!



References

Information taken from Marin
Institute Marin Institute. 24
Belvedere Street San Rafael, ca
94901. Phone: 415-456-5692. Web
Site: <http://www.marininstitute.org/>
Email: info@marininstitute.org

Images from Google.com

The image features a solid blue background. On the left side, there is a vertical spiral binding with a gradient from light blue to green. A horizontal black line runs across the middle of the page, starting from the spiral binding and extending to the right edge. The text "The End" is centered in the upper right quadrant of the page.

The End