

Products, promotion, politics, power

Alcohol corporations undermining health & safety

Sarah Mart, MS, MPH
Director of Research

Alcohol Policy 16
Washington, DC
April 3, 2013

More Big Alcohol



Constellation Brands



BROWN-FORMAN



Beam



Global Alcohol Producers Group

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[Distilled Spirits Council of the United States \(DISCUS\)](#)

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Global
producers
& their
trade
groups

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Trade groups in the U.S.



Front groups



International Center for Alcohol Policies
Analysis. Balance. Partnership.

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

Trade Group or Front Group?

NCSLA 2010 Meeting

72% of conference attendees were from alcohol producers, importers, wholesalers, retailers or their attorneys.

65% of panelists were alcohol industry representatives

Beam Global Director of Industry Affairs hired by NCSLA as its new Executive Director (paid position)

Director of Iowa Alcohol Beverage Division hired by Diageo as its Executive Director for Control States



Mart S. Top priorities for alcohol regulators in the United States: protecting public health or the alcohol industry? Addiction February 2012.

Industry myths about advertising

- Ads are intended for adults; youth are not impacted
- Education is the best solution to underage drinking
- Self-regulation is effective and essential
- The First Amendment bars advertising restrictions





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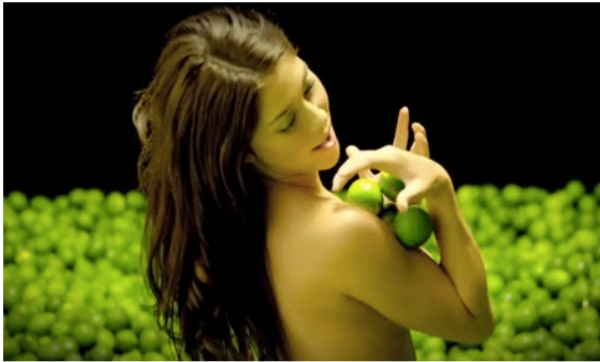
| | | | |
|--------------------|------------------------------|---------|----------|
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| Zac Brown Band | Colder Weather | PREVIEW | DOWNLOAD |
| Nickelback | This Afternoon | PREVIEW | DOWNLOAD |



UFC Ring Girl Gets Sticky in Giant Lime Pile for Bud Light

By Tim Nudd

June 15, 2011, 2:10 PM EDT



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Blast By Colt 45

BlastbyColt's Channel

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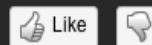
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Snoop Dogg, Estevan Oriol and Rosa Acosta Blast by Colt 45 Photo Shoot



From: BlastbyColt | Mar 7, 2011 | 39,612 views

Check out the behind the scenes of the Blast by Colt 45 photo shoot with Snoop Dogg, Estevan Oriol and Rosa Acosta. Blast by Colt 45 in stores April 5!

View comments, related videos, and more

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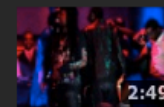
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39,612 views - 7 months ago



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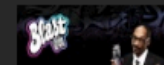
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1,684 views - 4 months ago



Uncensored Over Ice
817 views - 4 months ago



Censored Over Ice
495 views - 4 months

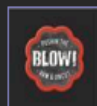


BlastbyColt

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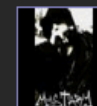
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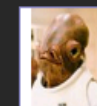
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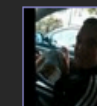
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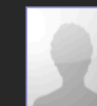
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Loko FUNatics creative costumes
Posted by Four Loko on 07/09/2011

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- Info
- Friend activity
- Sweepstakes
- Welcome**
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Four
Loko

WIN A FOUR LOKO SHIRT

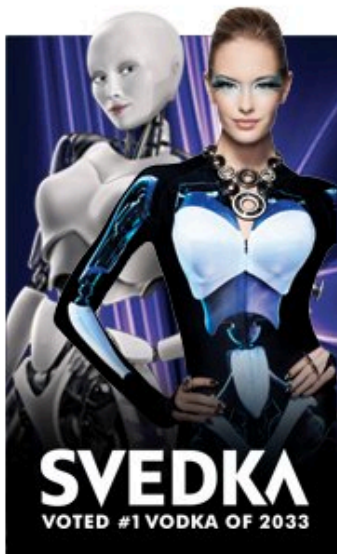
Upload a picture of you
"Going Four Loko" to the wall
then enter the FB sweepstakes!

DO NOT GO TO drinkfour.com

Svedka Vodka



Wine/Spirits



Wall

Info

Friend activity

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Walk of Shame

Halloween

Cocktails

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Bodega Girls



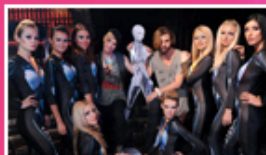
Gala Darling



SVEDKA PARTY_BOTS INVADE NEW YORK



Coco works her SVEDKA_Grl costume



Fembots at the Richie Rich fashion show



Ice-T loves Coco during fashion week



A hot pose from a gorgeous group



Coco and the original SVEDKA_Grl



3 Fembots are better than 1



Budweiser MADE IN AMERICA

ROCKY STAGE

JAY Z
9:30 - 11:00PM
MIKE SNOW
7:45 - 8:30PM
PASSION PIT
6:15 - 7:00PM
D'ANGELO
5:00 - 5:45PM
MAYBACH MUSIC GROUP
3:30 - 4:15PM
GARY CLARK JR.
2:00 - 2:45PM

LIBERTY STAGE

SKRILLEX
8:30 - 9:30PM
DIRTY PROJECTORS
7:00 - 7:45PM
JANELLE MONAE
4:15 - 5:00PM
PRINCE ROYCE
2:45 - 3:30PM

FREEDOM TENT

SATURDAY 9/1

CALVIN HARRIS
7:00 - 8:30PM
FUNKAGENDA
5:40 - 6:40PM
MICHAEL WOODS
4:20 - 5:20PM
OTTO KNOWS
3:20 - 4:00PM
SAVOY
2:40 - 3:20PM

ROCKY STAGE

PEARL JAM
9:00 - 11:00PM
DRAKE
7:15 - 8:15PM
RUN DMC
5:45 - 6:30PM
JILL SCOTT
4:15 - 5:00PM
SANTIGOLD
2:45 - 3:30PM

LIBERTY STAGE

X
8:15 - 9:00PM
ODD FUTURE
6:30 - 7:15PM
RITA ORA
3:30 - 4:15PM
THE HIVES
2:00 - 2:45PM

FREEDOM TENT

SUNDAY 9/2

AFROJACK
7:40 - 9:00PM
ALESSO
6:20 - 7:20PM
DJ SHADOW
5:00 - 6:00PM
BETATRAXX
4:00 - 4:40PM
BURNS
3:20 - 4:00PM
THE KNOCKS
2:40 - 3:20PM
MILKMAN
2:00 - 2:40PM

ALL TIMES AND ARTISTS ARE SUBJECT TO CHANGE
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SEPTEMBER 1, 2
BENJAMIN FRANKLIN PARKWAY



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JUSTICE**

The Industry Watchdog

Alcohol advertising & youth exposure

The alcohol industry spent more than \$6 billion on advertising and promotion in 2005.

Greater exposure to alcohol ads contributes to

- earlier initiation of drinking for youth who have not started
- higher drinking levels among underage youth who drink
- positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

Center on Alcohol Marketing and Youth. (2007). Alcohol advertising and youth. Retrieved April 29, 2010 from: <http://camy.org/factsheets/index.php?FactsheetID=1>.

Anderson, P., et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism* 44: 229-243.

Industry self-regulation charade



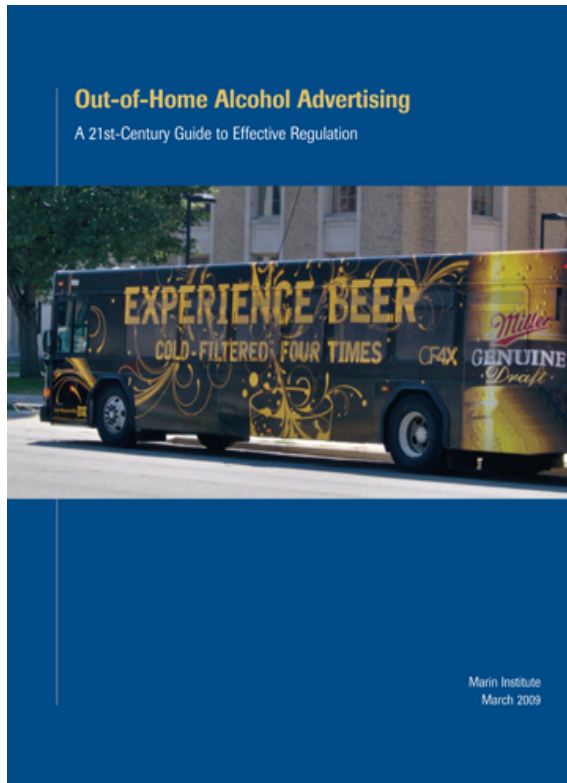
Barriers to effective self-regulation include:

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

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.

Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry (2004-2007)

Reality about First Amendment



- Not an absolute right, but a balancing act between competing interests
- Need to follow Supreme Court test
- Government-owned, -controlled property easier to restrict

Out-of-Home Alcohol Advertising: A 21st Century Guide to Effective Regulation (Marin Institute, 2009)

Out-of-home alcohol ad restrictions

- Assess local environment for out-of-home alcohol ads
- Limit ads to adult-oriented media
- Monitor to ensure enforcement





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News Releases

Across U.S., 1,500+ Anheuser-Busch Employees to Leave Offices this Friday in Effort to Promote Alcohol Responsibility

September 21, 2011

ST. LOUIS – More than 1,500 Anheuser-Busch employees across the United States won't be at their desks on Friday, Sept. 23. Instead, they'll be out visiting bars, restaurants and grocery stores to promote the use of designated drivers.

It's all part of Global Be(er) Responsible Day, an annual effort organized by Anheuser-Busch and its sister companies around the world.



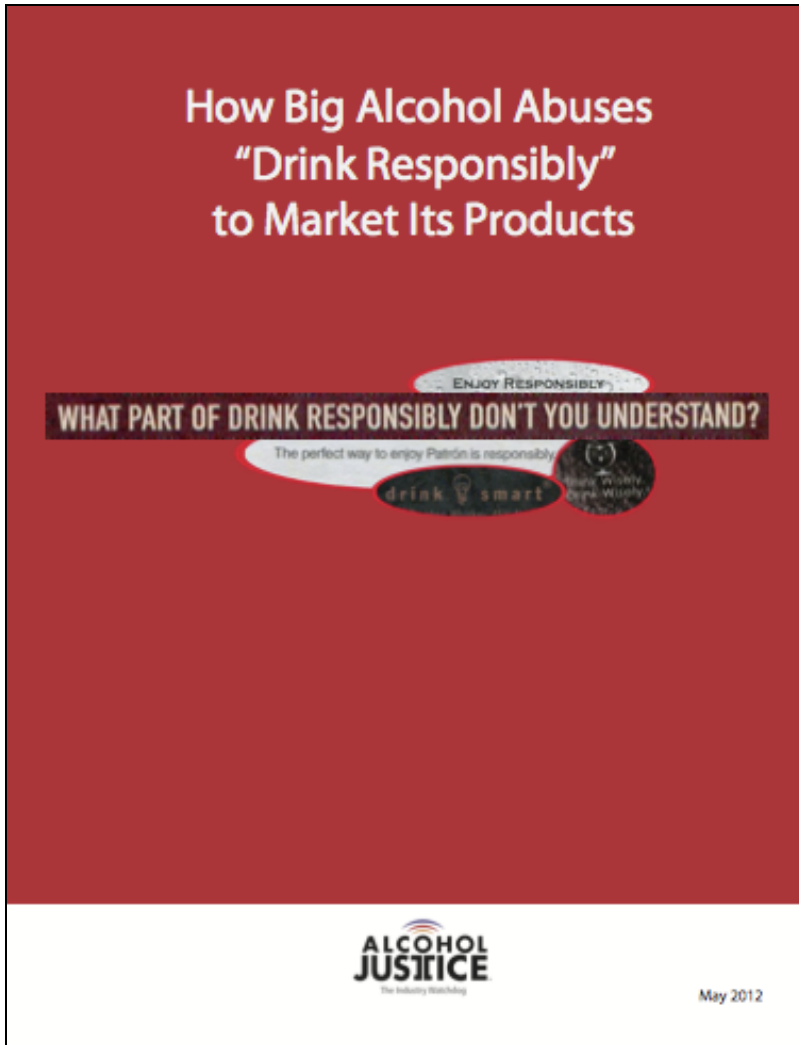
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Public relations framed as health



Public relations framed as health



Recommendations:

- Industry should stop including “drink responsibly” messages.
- States and local agencies should refuse “drink responsibly” messages, materials, and related industry funding.
- Alcohol prevention and public health advocates should also refuse “drink responsibly” materials and funding.
- State attorneys general should investigate the possibility that alcohol companies are engaging in misleading and/or deceptive marketing by using “drink responsibly” messages.

Turn down industry funding

Big Alcohol pays for activities that don't work

- Guest speakers
- Information/awareness educational materials: posters, flyers, brochures, online info, ads
- Awareness events, banners, signs

They do not pay for initiatives to

- Increase alcohol taxes
- Decrease access and availability
- Restrict alcohol advertising to youth

Top selling brands: 2012

- Bud Light
- Coors Light
- Budweiser
- Miller Lite
- Natural Light
- Busch Light
- Busch
- Miller High Life
- Keystone Light
- Michelob Ultra
- Smirnoff
- Bacardi
- Captain Morgan
- Jack Daniels
- Absolut
- Crown Royal
- Svedka
- Grey Goose
- Jim Beam
- Pinnacle

Top brands for underage youth

- Bud Light
- Smirnoff malt beverages
- Budweiser
- Smirnoff vodkas
- Coors Light
- Jack Daniel's bourbons
- Corona Extra
- Mike's Hard Lemonade
- Captin Morgan rums
- Absolut vodka

Siegel M, DeJong W, Naimi T et al. Brand-specific consumption of alcohol among underage youth in the United States. Alcohol Clin Exp Res. 2013.

Alcopops



Product: Sweet, fruity, bright

Price: Cheap

Package: Single-serving, bright, energetic

Promotion: social, digital, local, prizes, music, youth-friendly





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

In 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



Developments...

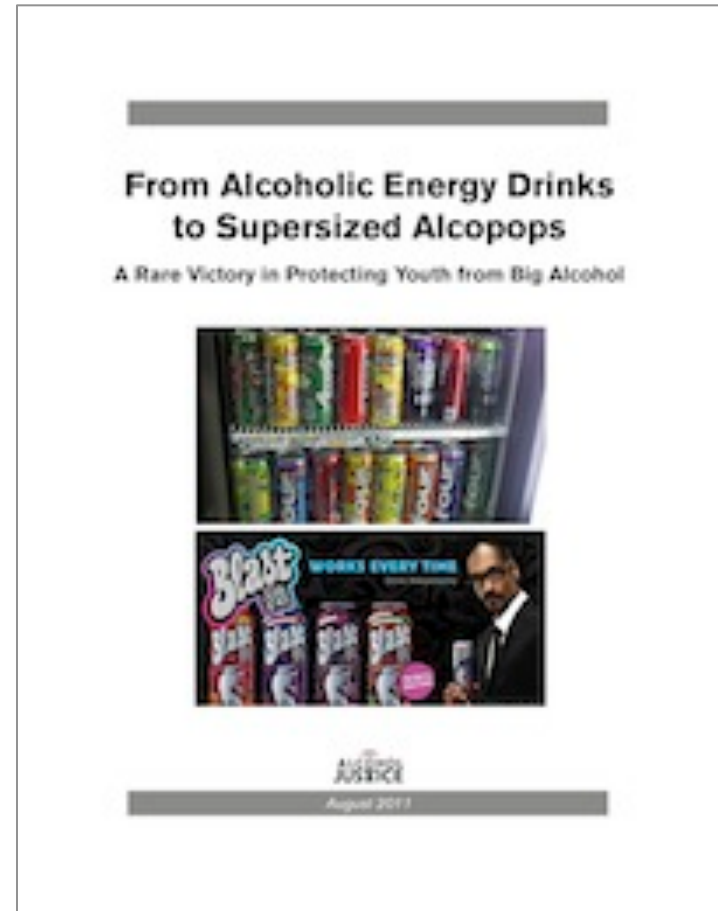


PLEASE DRINK RESPONSIBLY. PLEASE ONLY SHAKE THIS IMAGE WITH THOSE 21+ SMIRNOFF ICED CAKE FLAVORED VODKA AND KISSED CARAMEL FLAVORED VODKA. DISTILLED FROM GRAIN. 50% ALC/VOL. ©2012 THE SMIRNOFF CO., NEWHAVEN, CT



AED victory, lessons learned

- 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.
- Need to focus on dangerous product **characteristics**, not single brands one at a time.



Cheap alcohol, low taxes



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Four Loko Timeline Now Highlights

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save \$.75
OFF THE PURCHASE OF (2) CANS OF FOUR LOKO - ANY FLAVORS

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Four Loko

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OFFER VALID THROUGH OCTOBER 1ST, 2012
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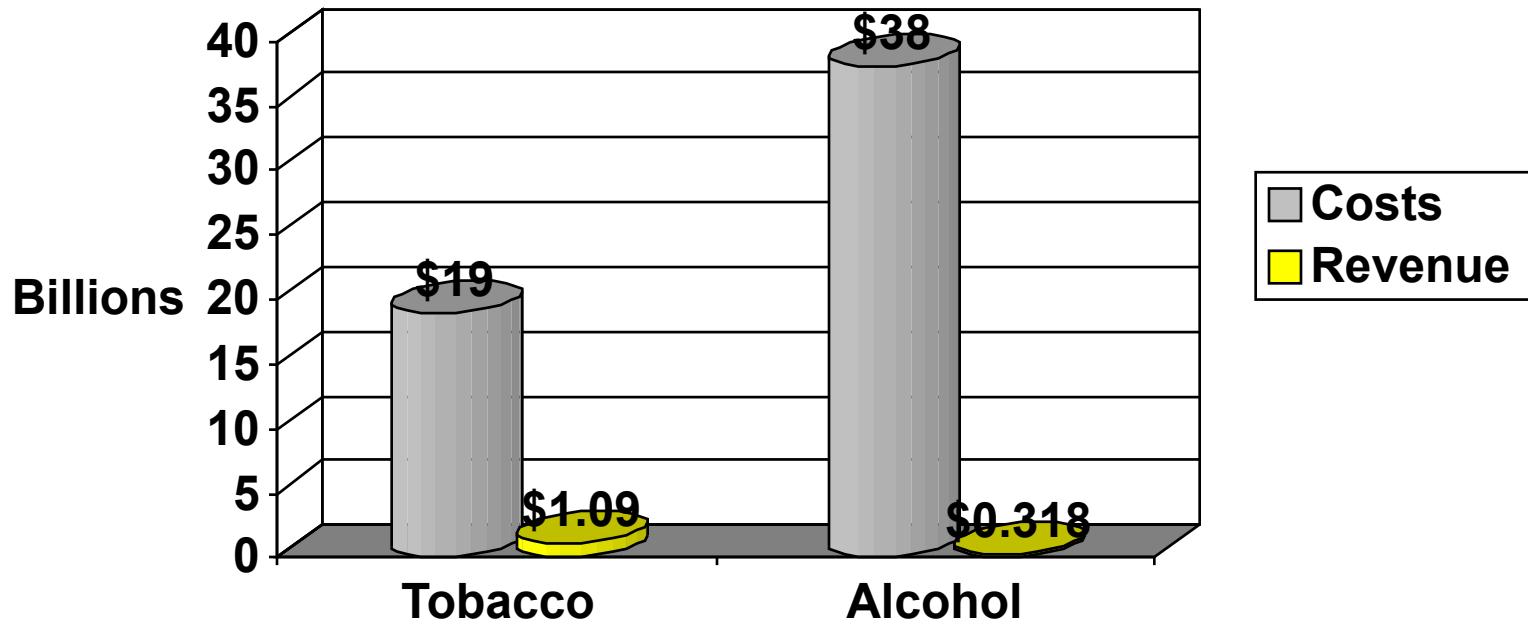
Higher alcohol taxes = less harm

Recent meta-analysis of more than 1000 studies suggests that doubling the alcohol tax would be associated, on average, with:

- 35% reduction in alcohol-related mortality
- 11% reduction in traffic crash deaths
- 6% reduction in risky sex or sexually transmitted diseases
- 2% reduction in violence
- 1.4% reduction in crime.

Alcohol v. tobacco tax revenue

Tobacco taxes are 6.5 times more effective than alcohol taxes in mitigating harm.



(2005-06)

Max W, Rice DP, Zhang X, Sung H-Y, Miller L (2002) The Cost of Smoking in California, 1999, California Department of Health Services

Rosen SM, Miller TR, Simon M. (2008) Alcoholism: Clinical & Experimental Research. Vol 32, No 11

Industry talking points

Myth: Poor Joe Six Pack, taxes are regressive

Myth: Loss of jobs, the economic sky will fall

Myth: Industry already pays too much in taxes

Public health realities

- We all pay for costs of alcohol-related harm.
- People with higher incomes are more likely to drink.
- People most impacted by alcohol taxes: youth & those who drink heavily.
- Industry passes on more than 100% of tax increase (from 1.6 to 2.1 times), some sectors make more money.
- Taxes can raise millions to mitigate harm and create health-promoting jobs.
- Minor consumption drops will reduce govt. spending in healthcare and other costs from alcohol problems.
- Money not spent on alcohol gets spent in other sectors.
- State & federal govts. get 5% of alcohol sale revenue. Industry gets 95%.
- Taxes cover 3.7% of the national costs of alcohol use.

Strong public support for alcohol taxes

National

- 71% of Americans polled support an increase in national alcohol tax by 5 cents/drink
- 64% of American voters favor increasing the alcohol tax in their state

States

- 85% of California residents support raising alcohol taxes
- 74% of New York residents approve of increasing alcohol and soda taxes

Global Strategy Group National Alcohol Tax (Study Findings): November 2005

Kaiser Health Tracking Poll: April 2009

Mellman Group Nationwide Survey for American Medical Association: April 2004

California: Public Policy Institute of California: January 2009

New York: Citizen's Committee for Children and Voter Preferences on State Budget Gap polls: December 2008

Current efforts to decrease regulation

Federal

- HR 494 would lower beer tax rate for “small” brewers

State

- 7 states with bills to decrease alcohol taxes:
Hawaii, New Mexico, New Jersey, Pennsylvania, Rhode Island, Tennessee, Vermont
- Rhode Island: Sales tax holidays
- Pennsylvania House Bill 790 to privatize liquor stores

License state example: California

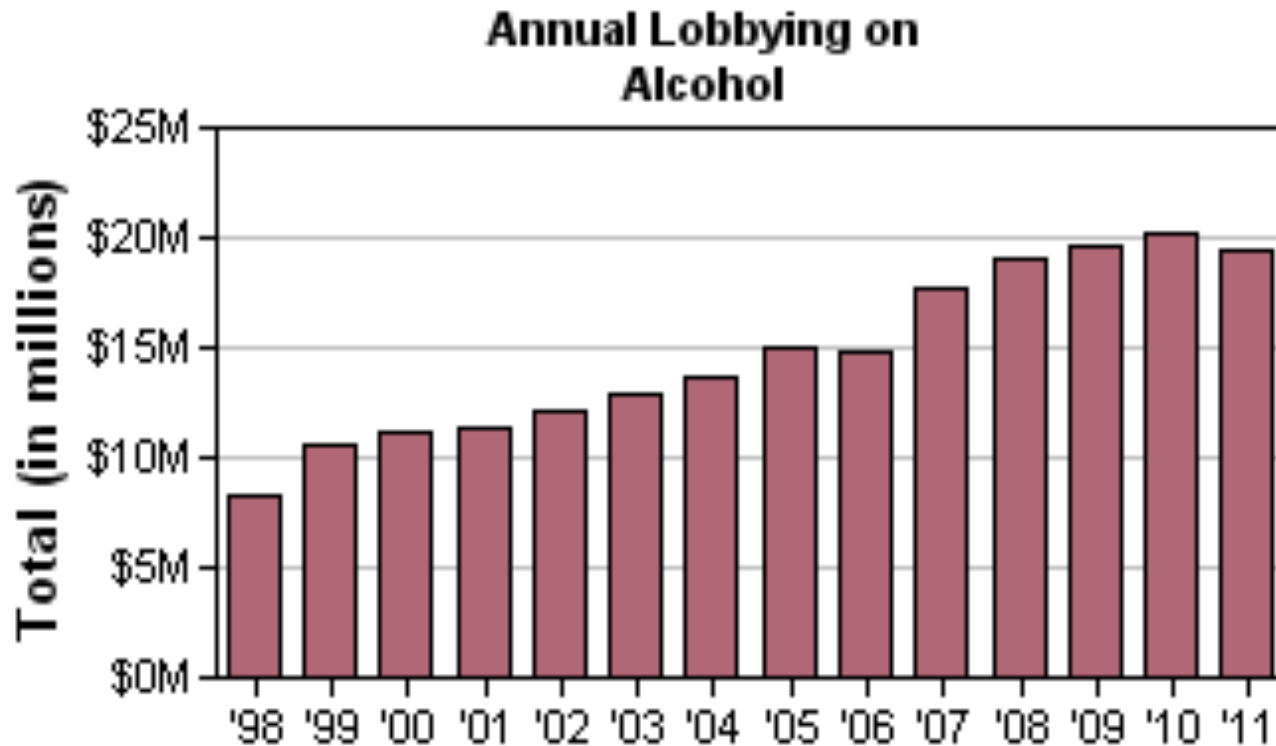
In 2011-2012 (second half of 2-year session):

- 22 legislative acts proposed
- 2 amended to no longer include alcohol
- 3 concurrent resolutions promoting types of alcohol and alcohol producers and distributors
- 6 bills passed that weakened state alcohol regulations

CA law now allows:

- 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



| Client/Parent | Total |
|---|-------------|
| Distilled Spirits Council | \$5,160,000 |
| Anheuser-Busch InBev | \$3,120,000 |
| Diageo PLC | \$2,140,000 |
| SABMiller | \$1,700,000 |
| Brewers Assn | \$1,324,999 |
| Beer Institute | \$1,310,000 |
| Wine & Spirits Wholesalers of America | \$1,225,000 |
| National Beer Wholesalers Assn | \$1,000,000 |
| Pernod Ricard | \$745,000 |
| Brown-Forman Corp | \$700,000 |
| Bacardi Ltd | \$540,000 |
| Buffalo Trace Distillery | \$400,000 |
| Wine Institute | \$310,000 |
| Crown Imports | \$240,000 |
| Boston Beer Co | \$165,000 |
| L'arche Green NV | \$120,000 |
| Nau, John L III | \$110,000 |
| California Assn of Winegrape Growers | \$90,000 |
| Global Alcohol Producers Group | \$80,000 |
| National Assn of American Wineries | \$75,000 |

Top federal alcohol lobby clients 2012

Top Contributors, 2011-2012

| Contributor | Amount |
|---------------------------------------|-------------|
| National Beer Wholesalers Assn | \$1,591,500 |
| Wine & Spirits Wholesalers of America | \$671,500 |
| Anheuser-Busch InBev | \$441,521 |
| Silver Eagle Distributors | \$244,300 |
| Republic National Distributing | \$145,290 |
| Bacardi Ltd | \$134,700 |
| L&F Distributors | \$125,700 |
| Southern Wine & Spirits | \$123,200 |
| Brown-Forman Corp | \$105,152 |
| Puma Springs Vineyards | \$97,280 |
| Wine Institute | \$88,272 |
| Charmer Sunbelt Group | \$86,154 |
| SABMiller | \$81,250 |
| Constellation Brands | \$74,200 |
| Patron Spirits Co | \$71,100 |
| Molson Coors Brewing | \$69,550 |
| Diageo PLC | \$55,229 |
| Gallo Winery | \$53,298 |
| Jordan Vineyard & Winery | \$50,800 |
| Central Distributors | \$49,450 |

Top alcohol contributors, federal level, 2011-2012

Beer, Wine & Liquor: Money to Congress

2012 ▾

- Summary
- Top 20 Members
- All Senators
- All Members of the House
- All Senate Candidates
- All House Candidates

Top 20 Members

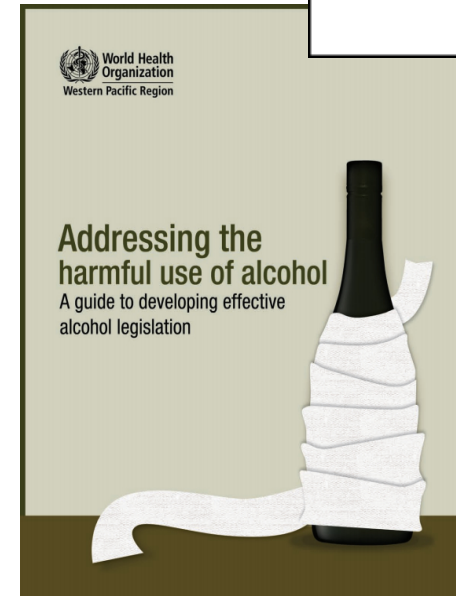
| Candidate | Amount |
|----------------------------------|-----------|
| Thompson, Mike (D-CA) | \$194,148 |
| Boehner, John (R-OH) | \$139,000 |
| Nelson, Bill (D-FL) | \$130,750 |
| Brown, Scott (R-MA) | \$128,290 |
| Cantor, Eric (R-VA) | \$97,300 |
| McCarthy, Kevin (R-CA) | \$91,500 |
| Gillibrand, Kirsten (D-NY) | \$87,650 |
| Corker, Bob (R-TN) | \$84,694 |
| Schultz, Debbie Wasserman (D-FL) | \$71,750 |
| Hatch, Orrin G (R-UT) | \$66,333 |
| Garamendi, John (D-CA) | \$65,751 |
| McCaskill, Claire (D-MO) | \$60,650 |
| Denham, Jeff (R-CA) | \$59,231 |
| Menendez, Robert (D-NJ) | \$59,144 |
| Reed, Tom (R-NY) | \$54,000 |
| Pelosi, Nancy (D-CA) | \$53,500 |
| Camp, Dave (R-MI) | \$51,900 |
| Chandler, Ben (D-KY) | \$50,244 |
| Clyburn, James E (D-SC) | \$49,463 |
| Latham, Tom (R-IA) | \$48,614 |

CA State Contributions: 2012

| Alcohol Entity | 2012 Spending |
|-------------------------------|---------------|
| CA Beer & Bev Distributors | \$241,150 |
| Anheuser-Busch InBev | \$191,386 |
| Wine Institute | \$156,141 |
| Southern Wine & Spirits | \$145,900 |
| E & J Gallo | \$94,633 |
| Youngs Market Company | \$90,100 |
| DISCUS | \$23,239 |
| MillerCoors | \$21,690 |
| Diageo | \$21,168 |
| CA Assoc of Winegrape Growers | \$14,500 |

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



What the alcohol industry is fighting

- Bills to increase alcohol taxes: 8 states
MA, MN, NE, NH, NY, OK, UT, WV
- Bills to ban caffeine in alcoholic beverages: 5 states
CO, HI, MO, NJ, NY
- 1 bill in TN would ban sales of energy drinks at licensees selling alcohol by the drink
- NJ bill would define FMBs and add a new tax rate for FMB products
- NY bill would ban supersized FMBs
- Bills to restrict alcohol advertising in various media: 3 states
MA – on state owned or operated property
NJ, NY – no alcohol ads within various distances from school, church, public park or playground

Alcohol: The most harmful drug in the U.S.

- Products targeted to youth, other vulnerable populations
- Low prices; long-forgotten excise taxes
- Constantly expanding access & availability
- Inescapable, overwhelming promotion of all kinds saturating youth demographic
- Industry-bought legislative & regulatory relationships

Alcohol: The most harmful drug in the U.S.

- 79,000 deaths annually
- 5,000 deaths under age 21 annually
- 1.6 million hospitalizations and 4 million ER visits in 2005
- Injuries from motor vehicle crashes, fires, falls, drownings
- Illnesses such as hypertension and various cancers
- Homicide, suicide, domestic violence, other crimes

Alcohol-Related Harm in the U.S., Alcohol Justice Fact Sheet, 2011

Harwood H. A Sound Investment: Identifying and Treating Alcohol Problems, Ensuring Solutions to Alcohol Problems.
The George Washington University Medical Center, 2003.

Alcohol: The most harmful drug in the U.S.

Economic costs to the U.S. from alcohol in 2006: \$224 billion

- Lost productivity: 72.2%
 - Healthcare costs: 11.0%
 - Criminal justice costs: 9.4%
 - Other costs: 7.5%
-
- Binge drinking resulted in \$171 billion (76.4%).
-
- However, most excessive drinkers are not dependent on alcohol

Alcohol industry tactics & threats

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations: youth, ethnicity, LGBT, females
- **Create** trade groups & front groups
- **Lobby** to undermine effective public policy
- **Sponsor** legislation to roll back or exempt from regulation
- **Misdirect** with voluntary self-regulation charade
- **Fund** public relations/education/"responsibility" programs
- **Fund** alternative science, PR that blames parents, drinkers

What we can do

Enact the most effective public health policies

Increase alcohol prices

Decrease outlet density

Stop dangerous products such as alcopops

Restrict alcohol advertising, especially that targets youth

Refuse Big Alcohol sponsorship and involvement

Support state alcohol control, regulation

The evidence is clear

We face a global production and supply machine, global producer-funded organizations actively promoting ineffective policies and global consumer marketing using global media to interact with an increasingly global youth culture.

A strong, well-funded, global response is essential and urgent.

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.

- 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
- Monitor & expose harmful products, practices, & promotion

Join us – Take action

Sarah M. Mart, MS, MPH

director of research

sarahm@alcoholjustice.org

415.257.2485

alcoholjustice.org