



Research into Action Webinar Series

**The Evolving
Alcohol Market:
Tools for Coalition Advocacy**

The Premier Prevention Association

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Today's Presenters



Dr. Matthew Rossheim
Associate Professor
University of North Texas Health
Science Center



Maria Julian
Executive Director
Counter Tools

The Evolving Alcohol Market: Tools for Coalition Advocacy

Matt Rossheim, Associate Professor, UNT Health Science Center

Maria Julian, Executive Director, Counter Tools

Conflicts of Interest

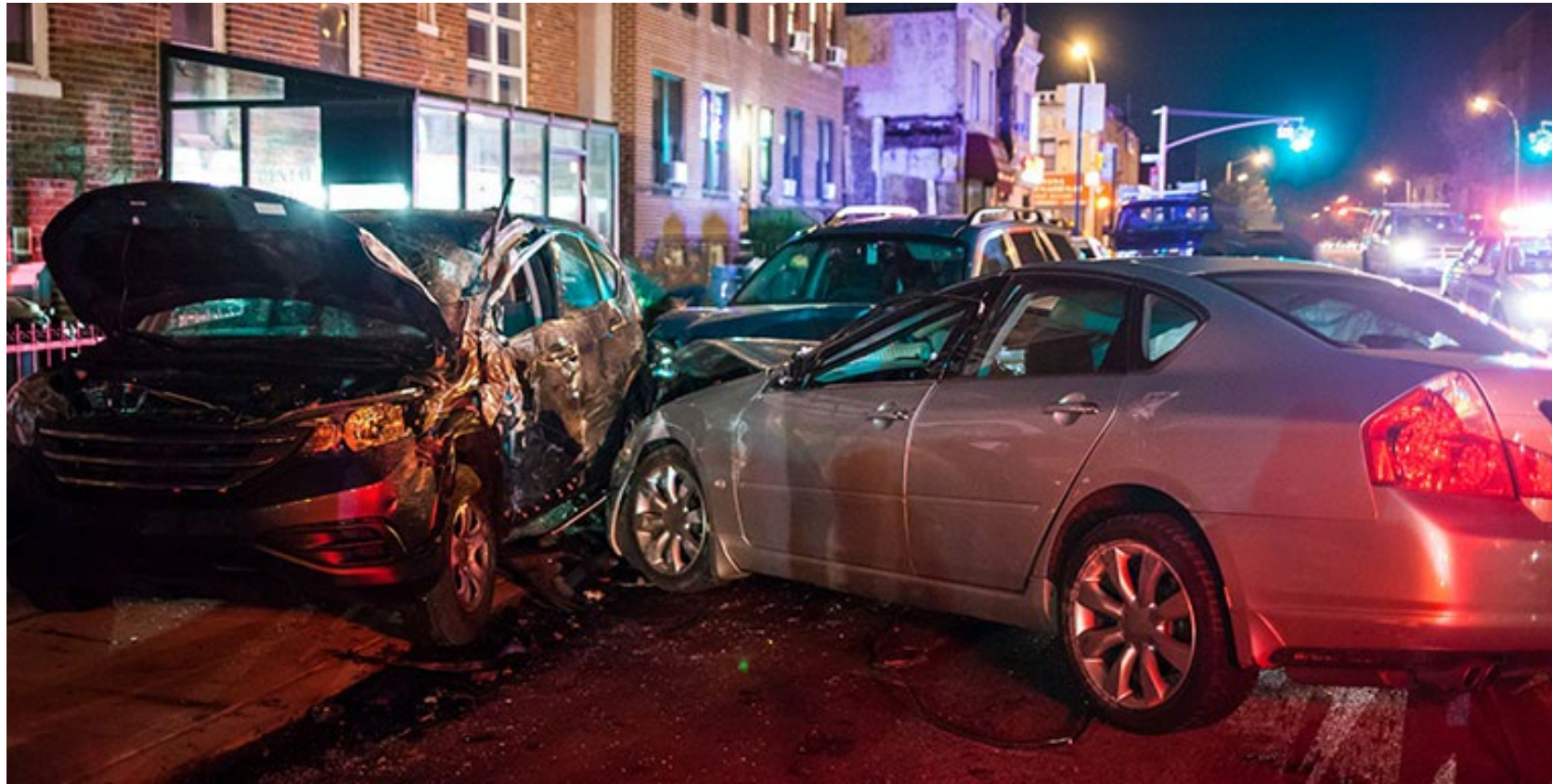
None





Negative Alcohol-Related Consequences

- In the U.S. alone, excessive drinking causes
 - 178,000 deaths annually
 - Costs an estimated \$323 billion in negative externalities



CDC. Facts About U.S. Deaths from Excessive Alcohol Use. August 6, 2024. <https://www.cdc.gov/alcohol/facts-stats/index.html>.

U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA). (2023). Report to Congress on the Prevention and Reduction of Underage Drinking.

Alcohol-Related Consequences

- Chronic health problems
 - Cancers, high BP, heart disease, stroke, liver disease...
- Alcohol poisoning
- Unintentional injuries
 - Traffic crashes, falls, drownings, burns, cuts...
- Crimes
 - DUI, Violence, Public Disorder, Vandalism, Theft
 - Legal problems
- Mental health problems
 - Depression, anxiety, dependence...
- Social problems
- Reduced productivity

<https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>



Harms to Others

- Consequences are not confined to drinkers, as consumption significantly contributes to:
 - intimate partner violence
 - traffic injuries
 - child neglect
 - broader social and economic burdensexperienced by people around those drinking

Laslett, A. M., Room, R., Waleewong, O., Stanesby, O., Callinan, S., & World Health Organization. (2019). Harm to others from drinking: Patterns in nine societies. World Health Organization.

Navarro, H. J., Doran, C. M., & Shakeshaft, A. P. (2011). Measuring costs of alcohol harm to others: A review of the literature. *Drug and alcohol dependence*, 114(2-3), 87-99.

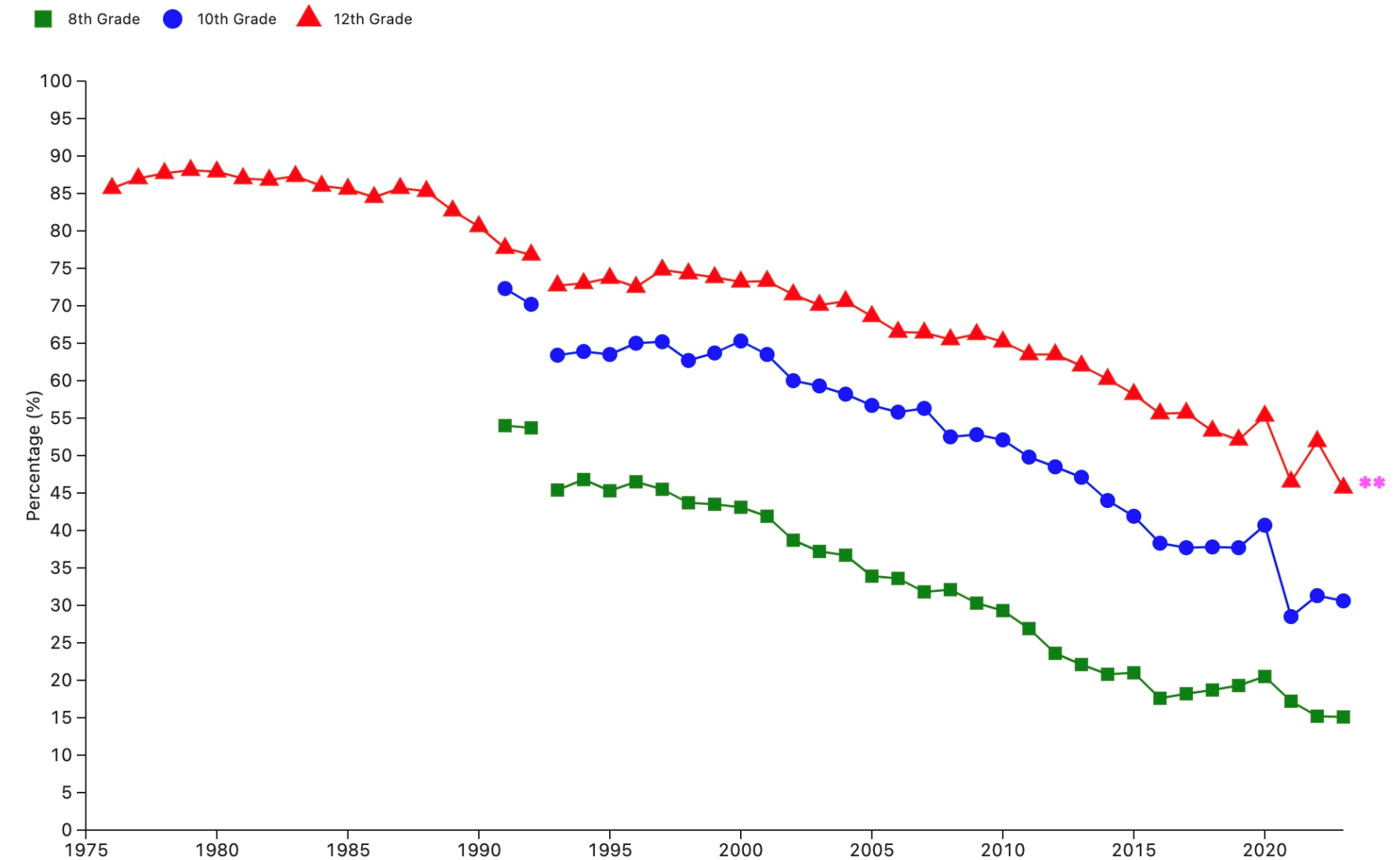
Underage Drinking, U.S. 2023

- Nearly $\frac{1}{2}$ (45.7%) of 12th graders consumed alcohol in the past year
- Nearly $\frac{1}{4}$ (24.3%) within the past 30 days
- Each year:
 - ≈ 200,000 ED visits
 - ≈ 4,000 deaths

Miech, R. A., Johnston, L. D., Patrick, M. E., O'Malley, P. M., & Bachman, J. G. (2024). Monitoring the Future national survey results on drug use, 1975–2023: Overview and detailed results for secondary school students. Monitoring the Future Monograph Series. Ann Arbor, MI: Institute for Social Research, University of Michigan. Available at <https://monitoringthefuture.org/results/annual-reports/>

<https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>

Alcohol: Trends in Last 12 Months Prevalence of Use in 8th, 10th, and 12th Grade



The retail environment is where alcohol enters our community.

We see this through:

- Industry marketing spending
- Influence on underage drinking
- Density and proximity impact on public health

Products, placement, promotion, and pricing are designed to attract youth and increase impulse purchases.

Why Marketing Matters

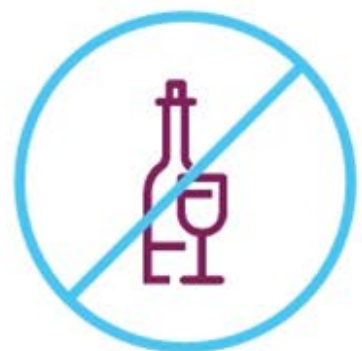
- **Price, Advertising, and Physical Availability**
 - Major determinants of use
 - Especially among young people
 - Modifiable
 - Important policy levers for prevention
- **Extremely effective and cost-effective**
 - Best Practices and Best Buys**
 - For community-level interventions addressing excessive drinking

Chisholm D, Moro D, Bertram M, Pretorius C, Gmel G, Shield K, Rehm J. Are the "Best Buys" for Alcohol Control Still Valid? An Update on the Comparative Cost-Effectiveness of Alcohol Control Strategies at the Global Level. *J Stud Alcohol Drugs*. 2018 Jul;79(4):514-522. PMID: 30079865.

Rehm J, Badaras R, Ferreira-Borges C et al. (2023). Impact of the WHO "best buys" for alcohol policy on consumption and health in the Baltic countries and Poland 2000-2020. *The Lancet Regional Health - Europe*. 33. 10.1016/j.lanepe.2023.100704.

The 16 NCD Best Buy Interventions

ALCOHOL



- 6** Increase excise taxes on alcoholic beverages
 - 7** Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media)
 - 8** Enact and enforce restrictions on the physical availability of alcohol in sales outlets (via reduced hours of sale)
-



13.9% abv



16.5% abv



4 “P”s of Marketing

1. Product

- a. Alcopops and their increasing alcohol content
- b. Soda companies entering the alcohol market
- c. Co-branding that encourages underage drinking
- d. THC beverages

2. Promotion

- a. Stakeholder marketing/industry lobbying
- b. Alcohol marketing on social media and digital platforms
- c. Lack of cancer warnings

3. Place

- a. The three-tier system
- b. Alcohol delivery
- c. Alcohol-to-go
- d. Product placement
- e. Self-checkout

4. Price

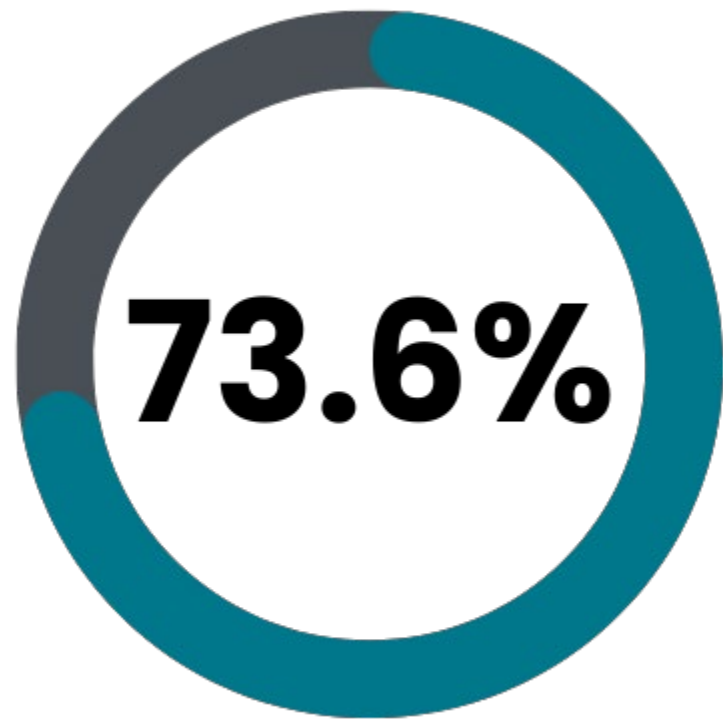
- a. Historically low: Inflation and eroding tax rates

Products

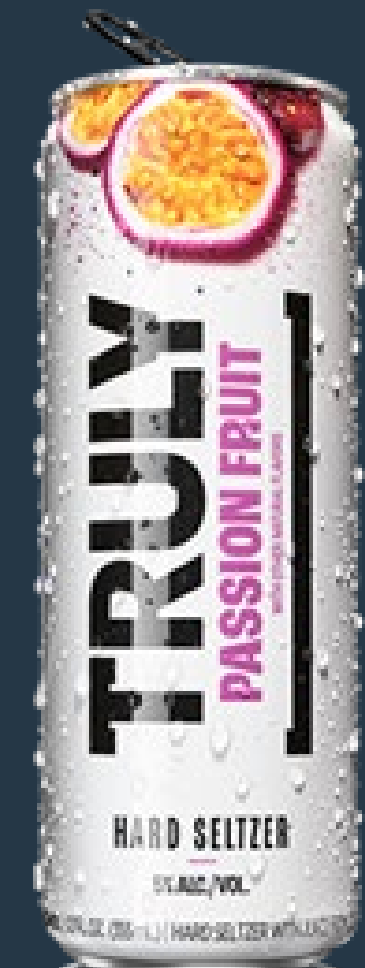


Alcopops and their Increasing Alcohol Content

Alcopops



Among underage drinkers, 73.6% consumed a “flavored alcoholic beverage” in the past month.



Miech, R. A., Johnston, L. D., Patrick, M. E., O'Malley, P. M., & Bachman, J. G. (2024). Monitoring the Future national survey results on drug use, 1975–2023: Overview and detailed results for secondary school students. Monitoring the Future Monograph Series. Ann Arbor, MI: Institute for Social Research, University of Michigan. Available at [Source: Saving lives, spending less: the case for investing in noncommunicable diseases. Geneva: World Health Organization; 2021. Licence: CC BY-NC-SA 3.0 IGO.](#) 17.9%/24.3%=73.6%

Alcopops: Increasing Number & Alcohol Content



Pushing the Limit on Alcohol Content

13.9% abv



13.9% abv



15% abv



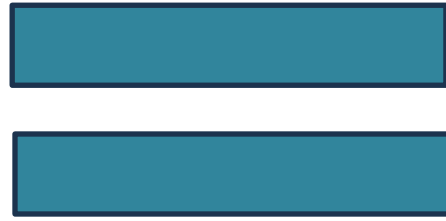
16.5% abv



Relative Alcohol Content



2 Supersized Alcopops



11 Alcopops

Relative Alcohol Content



2 Supersized Alcopops

11 Alcopops

However, this is **one-third** the liquid!

Supersized Alcopops: Youth Use

2011-2012 Nation-Wide Study

- 9% of underage drinkers consumed a supersized alcopop in the last 30 days
 - ≥ 16 ounces and $\geq 10\%$ abv
- 6% consumed Four Loko

Preference for Supersized Alcopops

- More likely to consume when they could select the alcohol

Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67–69. DiLoreto, J.T., Siegel, M., Hinchey, D., Valerio, H., Kinzel, K., Lee, S., Chen, K., et al. (2012). Assessment of the average price and ethanol content of alcoholic beverages by brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*, 36, 1288–1297. Mart, S.M. (2011). Alcohol Marketing in the 21st Century: New Methods, Old Problems. *Substance Use and Misuse*, 46, 889–892. doi: 10.3109/10826084.2011.570622.





“To be fair, college students have been hospitalized after using your product.”



CHRIS HUNTER
"FOUR LOKO" CREATOR



“Yeah, after misusing the product. After misusing it, okay. These college kids are drinking the entire can. Now what are they thinking? Ok it’s called servings kids. You gotta look on the side of the can.”



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

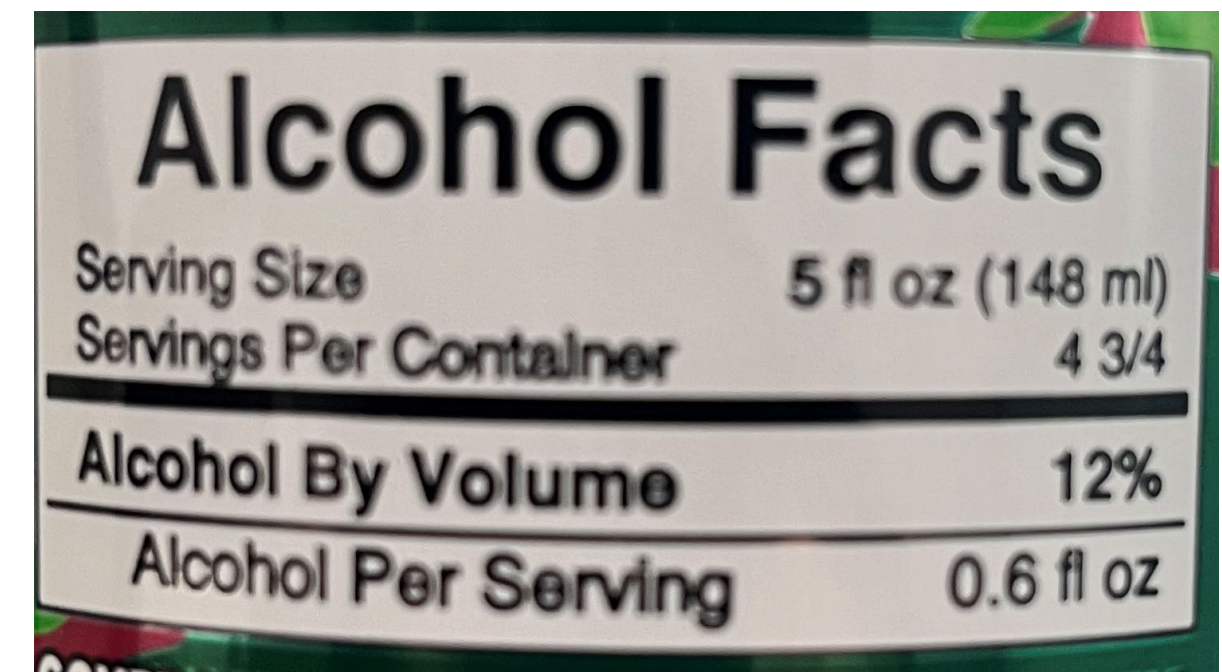
Approved (07/25/14)

Alcohol Facts Label
Currently on Four Loko

Alcohol Facts	
Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
<hr/>	
Alcohol By Volume	12%
<hr/>	
Alcohol Per Serving	0.6 fl oz

Does “servings per container” clearly communicate alcohol content?

Labeling fails to inform young consumers



The image shows a close-up of an 'Alcohol Facts' label on a beverage container. The label is white with black text and a thin black border. It lists the following information:

Alcohol Facts	
Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
Alcohol By Volume	12%
Alcohol Per Serving	0.6 fl oz

- College students significantly underestimate the alcohol content of Four Loko, despite bearing the FTC required product labeling intended to communicate this information
- Consumers appear to be estimating alcohol content based on the volume of the product rather than its abv or labeling
 - As a result, **limiting the abv** could improve consumers' estimation of alcohol content

Rossheim, M.E., Thombs, D.L., Krall, J.R., & Jernigan D.H. (2018). College Students' Underestimation of Blood Alcohol Concentration from Hypothetical Consumption of Supersized Alcopops: Results from a Cluster-Randomized Classroom Study. *Alcoholism: Clinical and Experimental Research*, 42(7), 1271-1280. doi: 10.1111/acer.13764

Rossheim, M.E., Yurasek, A.M., Greene, K.M., Gonzalez-Pons, K.M., Barry, A.E., Thombs, D.L., Trangenstein, P.J., Nelson, C., Cavazos, T., Treffers, R.D., & Jernigan, D.H. (in press). The Federal Trade Commission's mandated Four Loko labeling fails to facilitate accurate estimation of alcohol content by college students. *American Journal of Drug and Alcohol Abuse*. doi: 10.1080/00952990.2019.1671438



FEDERAL TRADE COMMISSION PROTECTING AMERICA'S CONSUMERS



Binge
Drinking

First Time Consumption of Four Loko

Classroom surveys at public universities in FL, MT, and VA

Undergraduate lifetime drinkers (n = 1,036)

46% had consumed Four Loko (n = 474)

40% age 21 or older, but 93% first drank Four Loko when under 21

58% consumed at least 1 entire can

- 10% drank 2 or more cans their first time drinking it

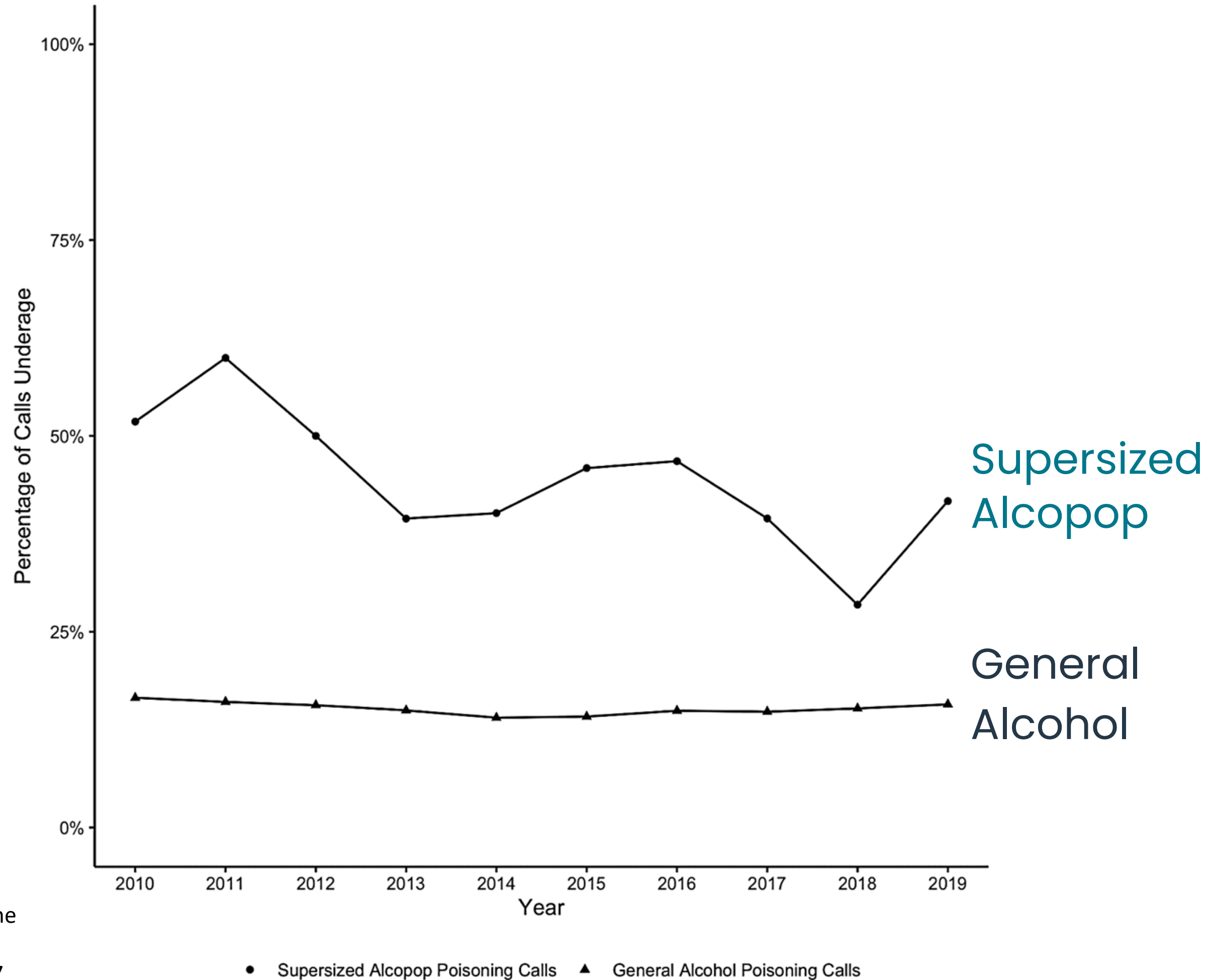
Among those who finished 1 or more cans:

- 34% blacked out
- 18% vomited
- Students in FL and VA were more likely to black out (AOR = 1.9) and/or vomit (AOR = 2.0) than students in MT



Percent of calls to poison control for consumers **under the legal drinking age**

(under 21 years old)



Sexual Assault

Compared to beer, supersized alcopops were more likely to be involved in alcohol-related sexual assaults in which the victim was a minor versus an adult.

Lesson from Supersized Alcopops

These issues are likely to worsen, as the alcohol industry expands the variety and strength of ready-to-drink offerings.

Soft drink companies entering the alcohol market



<https://ir.molsoncoors.com/news/news-details/2022/Molson-Coors-Enters-Exclusive-Agreement-With-The-Coca-Cola-Company-to-Launch-New-Brand-Inspired-by-Simply-Juices-in-the-Alcohol-Aisle/>



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by
Coca-Cola®

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WORLDWIDE PARTNER



THC Beverages

Alcohol industry history of influencing legislation

- Similar tactics used to weaken cannabis regulations
- **THC products are now being sold in stores in every U.S. state, regardless of their cannabis laws**
 - Most states do not have minimum purchase age requirements for THC beverages.
- Placement next to alcohol could encourage co-use; already prevalent among young demographics.

Rossheim, M.E., LoParco, C.R., Tillett, K.K., Treffers, R.D., Livingston, M.D., & Berg, C.J. (2024). Intoxicating Cannabis Products in Vape Shops: United States, 2023. *American Journal of Preventive Medicine*. doi: 10.1016/j.amepre.2024.07.001



THC Beverages

- Concerning marketing
 - “0 alcohol, 0 regret”, “delta-8” or “D8”
 - Many adults have not heard of delta-8



Promotion



Youth-Appealing Characteristics

- Youth-oriented marketing
- Sugar-sweetened flavors
- High alcohol content
- Retail availability
- Low price

**WANT TO BE “SPONSORED” BY
FOUR LOKO?**



**JOIN THE BEST OFFICIAL LOYALTY CLUB
ON THE PLANET AND POST FOUR LOKO
ON YOUR SOCIAL ACCOUNTS TO GET:**

- Members only limited edition merch
- Early access to New Four Loko merch
- Cash money!
- Access to exclusive contests & giveaways



Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67–69.

DiLoreto, J.T., Siegel, M., Hinchey, D., Valerio, H., Kinzel, K., Lee, S., Chen, K., et al. (2012). Assessment of the average price and ethanol content of alcoholic beverages by brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*, 36, 1288–1297.

Mart, S.M. (2011). Alcohol Marketing in the 21st Century: New Methods, Old Problems. *Substance Use and Misuse*, 46, 889–892. doi: 10.3109/10826084.2011.570622.

four Loko

PRODUCTS GET IT DELIVERED



FOUR LOKO JUNGLE JUICE

four Loko

12% ALCOHOL

Want a FOUR LOKO Shirt?

CLICK SWEEPSTAKES TAB

four Loko

NEW

SOUR 12 PACK VARIETY

YOUR FOUR LOKO STORY STARTS HERE



Four Loko Finger Board

\$3.66



FOUR LOKO MERCH

SHOP NOW

TALLADEGA RACE WEEKEND!

ENTER NOW >

Alcohol marketing on social media and digital platforms

- Highly targeted advertisements
- Beyond paid ads
 - Difficult to distinguish between organic user engagement and advertising such as industry-sponsored influencers
- Normalizes alcohol consumption among young people
- Fosters brand loyalty at an early age

Marketing and Lobbying

- Alcohol production & marketing concentrated among few firms, that each spend >\$100 million each year on U.S. advertising
- Each year, they collectively spend >\$30 million on federal lobbying and >\$10 million on state-level lobbying for laws that weaken alcohol control and maximize profit
- This has resulted in increasing state pre-emption, limiting localities' ability to protect themselves from
 - a high density of alcohol outlets
 - low alcohol prices
 - heavy alcohol marketing

 Key policy factors influencing population-level alcohol consumption

Partnerships with billion-dollar soda companies will likely exacerbate these problems, by aligning soda company profits with the erosion of alcohol laws

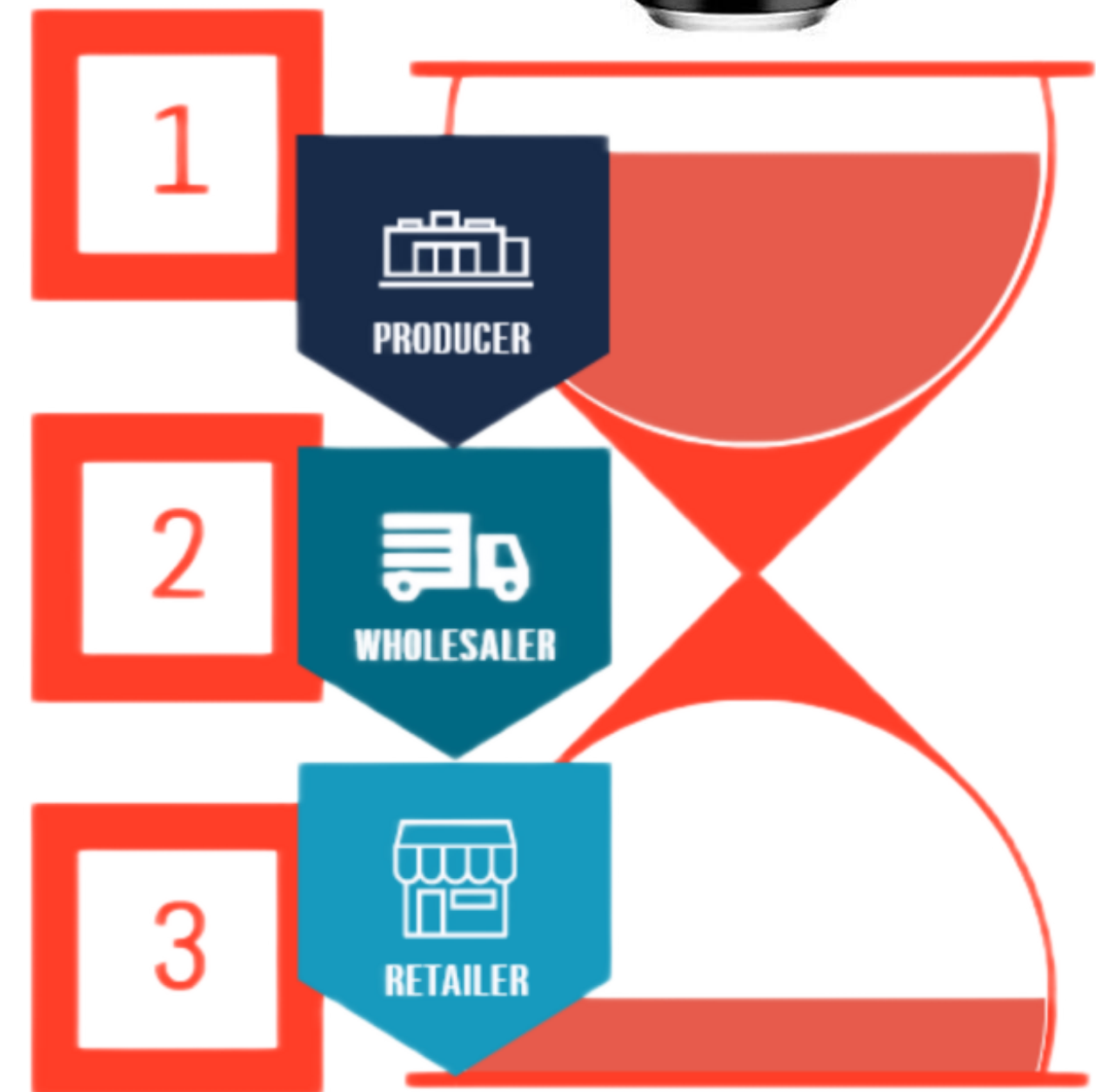
Lack of Cancer Warnings

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Place

The Three-Tier System

- Separates manufacturers, distributors, and retailers to prevent monopolistic practices, control alcohol distribution, and protect public health
- New partnerships between soft drink and alcohol introduce issues related to product distribution and placement in stores
- Some companies attempt to bypass distribution through wholesalers, undermining the three-tier system
- Nonalcoholic beverage retailers pay up to \$9 billion annually for premium product placement, which is prohibited for alcohol
- Bypassing regulations may increase alcohol visibility, consumption, and underage access in stores



<https://www.law.com/thelegalintelligencer/2023/02/11/how-will-pepsis-new-alcohol-distribution-co-and-hard-sodas-fit-into-the-industry/?slreturn=20240719152536>

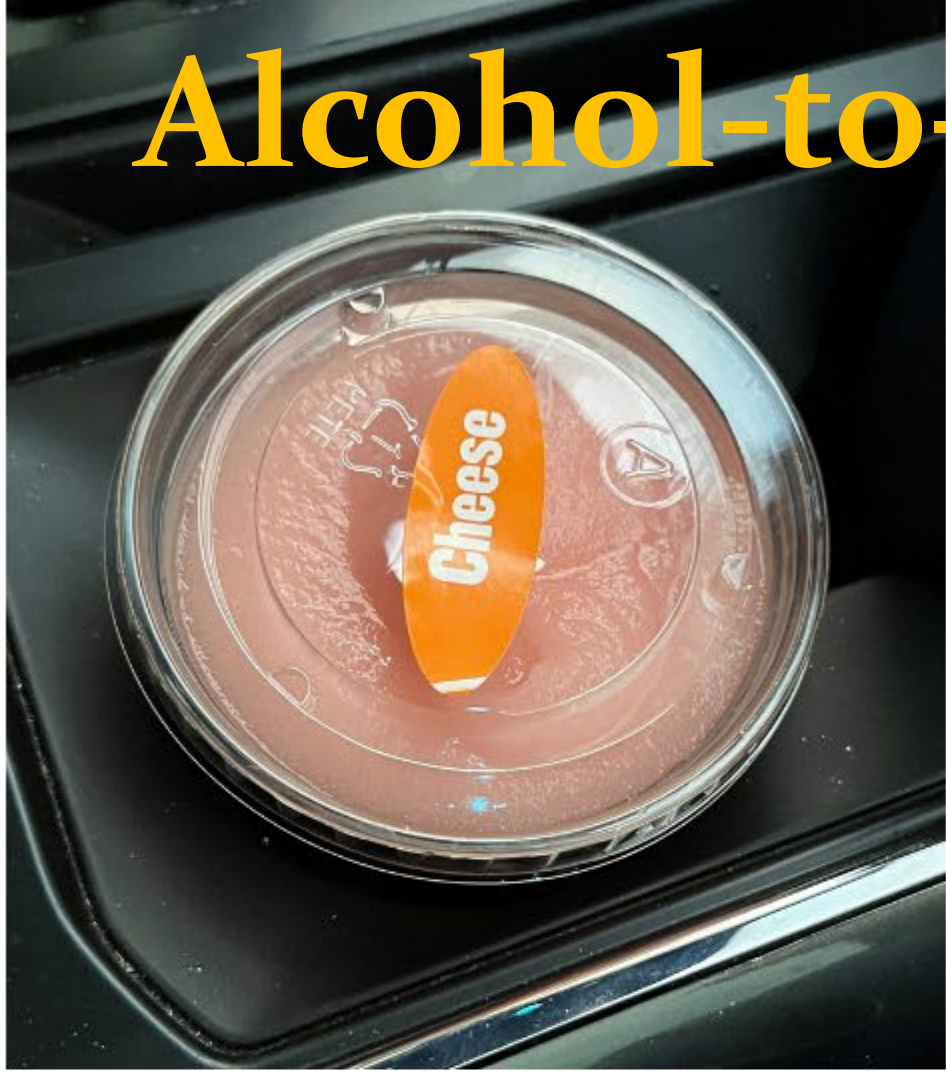
McGiverin, S. S. (2022). Regulating alcohol delivery by third-party providers in iowa. Iowa Law Review, 108(1), 445-467. Retrieved from <https://www.proquest.com/scholarly-journals/regulating-alcohol-delivery-third-party-providers/docview/2737177621/se-2>

<https://www.nabca.org/three-tier-system>

Alcohol Delivery: Third-Party Providers (TPPs)



Alcohol-to-go



Product Placement



Product Placement





8:29

Self Check-out

TikTok Global video community

Open app

702.7K

8078

113.3K

@Big Bear

Parents please watch. For educational use only. #alcohol #liquor #liquorstore #whiskey #crownroyal #momsoftikto ... See more

original sound

These aren't even the most similar versions.

Search · consumer alert this is how kids

8:29

Self Check-out

TikTok Global video community

Open app

702.7K

8078

113.3K

@Big Bear

Parents please watch. For educational use only. #alcohol #liquor #liquorstore #whiskey #crownroyal #momsoftikto ... See more

original sound

They grab the gun and they scan the NA twice,

Search · consumerism

8:29

Self Check-out

TikTok Global video community

Open app

702.7K

8078

113.3K

@Big Bear

Parents please watch. For educational use only. #alcohol #liquor #liquorstore #whiskey #crownroyal #momsoftikto ... See more

original sound

see. I tried to show you, and then I. After I get it all done,

Search · consumer alert

8078 Comments

Carly Great tutorial for the kids! 🤔

AA tiktok.com

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8078 Comments

Carly Great tutorial for the kids! 🤔

AA tiktok.com

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Self Check-out



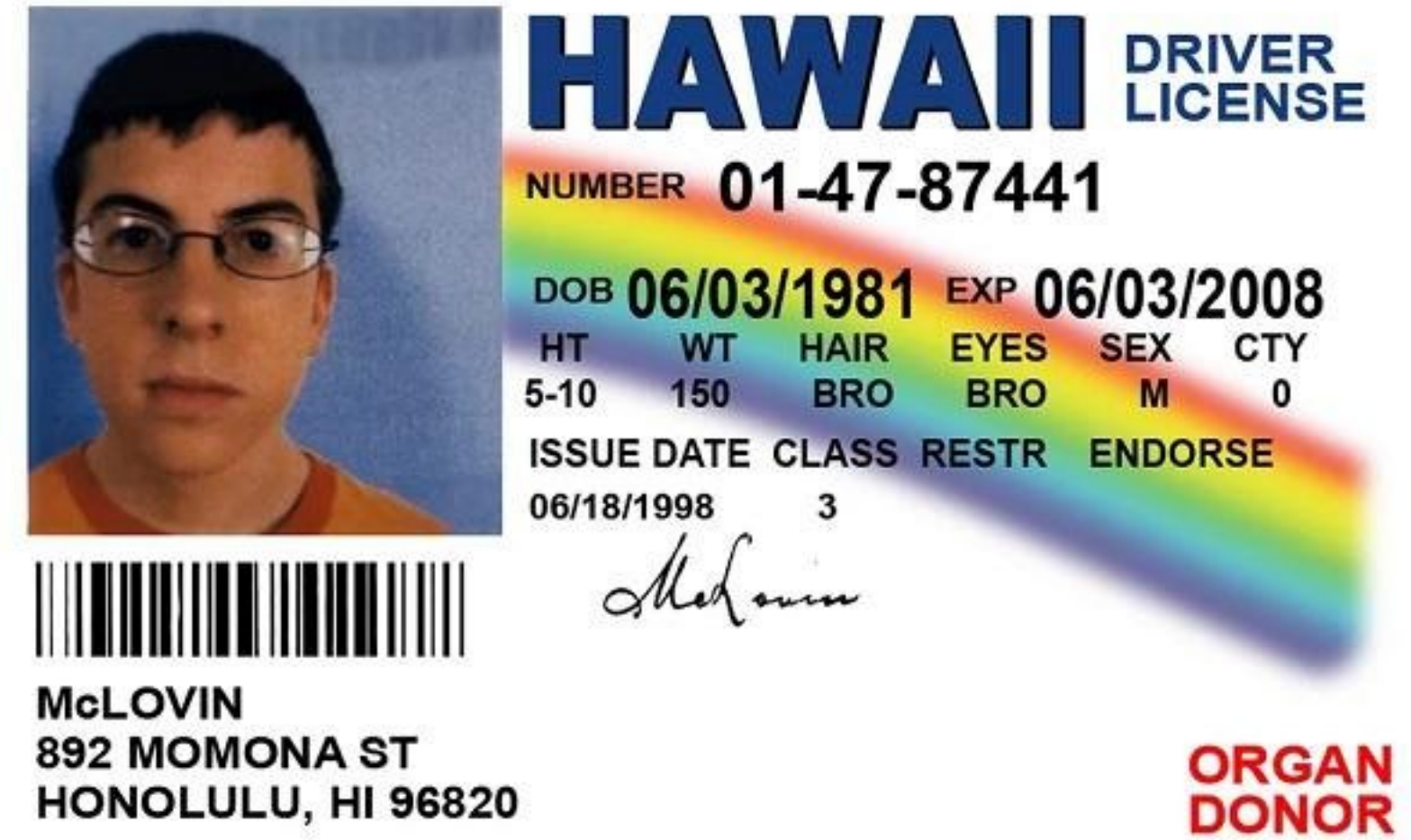
Fake IDs

The expansion of alcohol availability through

- **self-checkout**
- **online delivery**
- **to-go sales**

has facilitated underage access

Particularly problematic considering the nationwide proliferation of **high-quality, inexpensive** fake IDs that are **difficult to detect without using high-tech tools**



Price

Federal Excise Tax Revenues from Alcoholic Beverages

In billions of 2023 dollars, 1940-2023



Source: Office of Management and Budget, Historical Tables, Table 2.4.

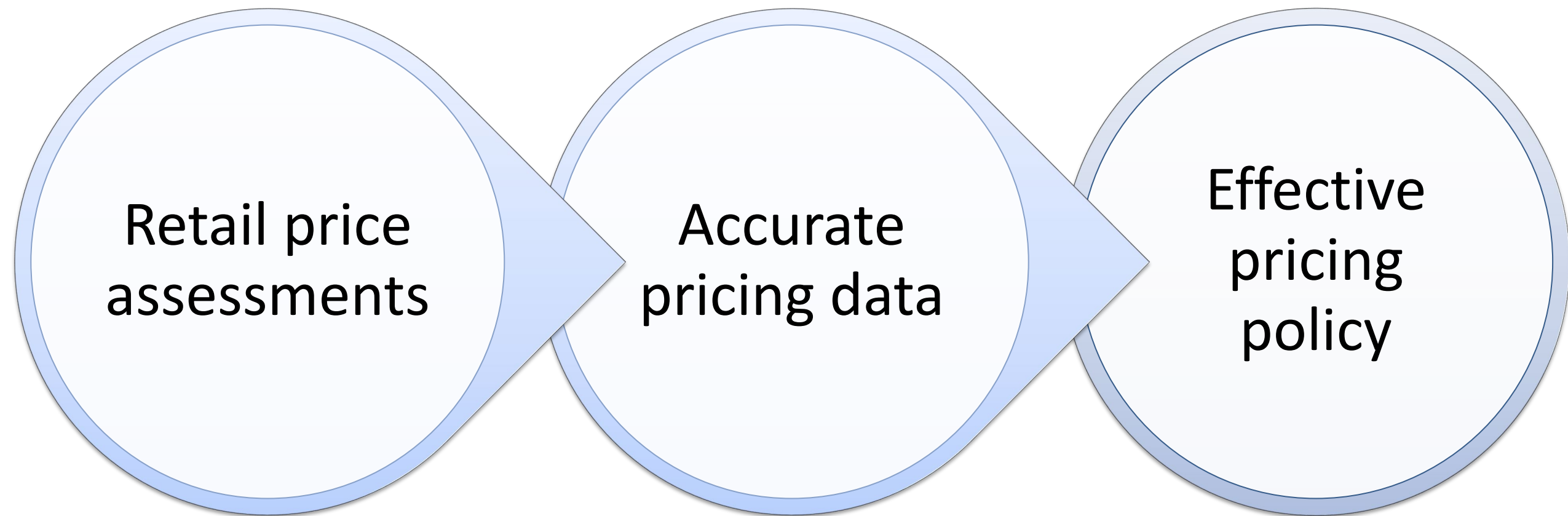
Note: The federal excise taxes on alcohol are up to \$18 per barrel for beer; \$1.07 per wine gallon for most wines; \$13.50 per proof gallon for distilled spirits, generally with lower-rates for smaller producers. States and localities impose additional taxes not included above.

-<https://www.taxpolicycenter.org/fiscal-fact/alcohol-excise-tax-revenues-over-time-2023-dollars>

-Blanchette JG, Ross CS, Naimi TS. The Rise and Fall of Alcohol Excise Taxes in U.S. States, 1933-2018. *J Stud Alcohol Drugs*. 2020 May;81(3):331-338. doi: 10.15288/jsad.2020.81.331. PMID: 32527385; PMCID: PMC7299191.

-Naimi TS, Blanchette JG, Xuan Z, Chaloupka FJ. Erosion of State Alcohol Excise Taxes in the United States. *J Stud Alcohol Drugs*. 2018 Jan;79(1):43-48. doi: 10.15288/jsad.2018.79.43. PMID: 29227230; PMCID: PMC5894857.

Effective alcohol pricing policy can mitigate many alcohol-related harms.



Which products are the least expensive?



Why Ready-to-Drink (RTD) products?

- **Availability:** only off-premise beer license is needed to sell them
 - Any off-premise retailer (not just liquor stores)
 - Available in establishments youth can patronize
- **Youth-oriented:** tend to be popular among underage drinkers^{1,2}
 - Easily accessible
 - Sugar sweetened
 - Marketing
 - **Price:** Can be very inexpensive^{3,4}
 - **Alcohol-by-volume:** can have (deceptively) high abv
- **Negative consequences:** Associated with consumption among underage drinkers⁵
- **Evolving market:** notable changes in categories and alcohol content since 2011

1-Fortunato EK, Siegel M, Ramirez RL, Ross C, DeJong W, Albers AB, Jernigan DH. Brand-specific consumption of flavored alcoholic beverages among underage youth in the United States. Am J Drug Alcohol Abuse. 2014 Jan;40(1):51-7. doi: 10.3109/00952990.2013.841712. Epub 2013 Nov 22. PMID: 24266600; PMCID: PMC3872207.

2-Rosshem ME, Greene KM, Yurasek AM, Barry AE, Gonzalez-Pons KM, Trangenstein PJ, Cavazos T, Nelson C, Treffers RD, Thombs DL, Jernigan DH. Underage drinkers' first experience consuming a popular brand of supersized alcopop. Am J Drug Alcohol Abuse. 2020 Jul 3;46(4):421-429. doi: 10.1080/00952990.2019.1653316. Epub 2019 Aug 23. PMID: 31442085.

3-DiLoreto JT, Siegel M, Hinchey D, Valerio H, Kinzel K, Lee S, Chen K, Shoaff JR, Kenney J, Jernigan DH, DeJong W. Assessment of the average price and ethanol content of alcoholic beverages by brand--United States, 2011. Alcohol Clin Exp Res. 2012 Jul;36(7):1288-97. doi: 10.1111/j.1530-0277.2011.01721.x. Epub 2012 Feb 8. PMID: 22316218; PMCID: PMC3349795.

4- Rosshem ME, Thombs DL, Treffers RD, Trangenstein PJ, McDonald KK, Ahmad R, Siklo SS, Gonzalez-Pons KM, Suzuki S, Jernigan DH. Price of Four Loko in Large U.S. Cities, 2018. Alcohol Clin Exp Res. 2019 Jul;43(7):1585-1590. doi: 10.1111/acer.14080. Epub 2019 May 31. PMID: 31066910; PMCID: PMC6878890.

5-Albers AB, Siegel M, Ramirez RL, Ross C, DeJong W, Jernigan DH. Flavored alcoholic beverage use, risky drinking behaviors, and adverse outcomes among underage drinkers: results from the ABRAND Study. Am J Public Health. 2015 Apr;105(4):810-5. doi: 10.2105/AJPH.2014.302349. Epub 2015 Feb 25. PMID: 25713955; PMCID: PMC4358196.

Ready-to-Drink (RTD) products

Excludes:

- Distilled spirits
- Wine

Includes:

- Beer
- Malt liquor
- Cider
- Flavored alcoholic beverages (FAB)
- Some “hard” beverages
 - seltzer, soda, tea, lemonade
- “Fireball cinnamon”

Which RTD products? Factors to consider

- **Availability:** large number of stories that carried each
- **Price:** low price per standard alcoholic drink
- **Youth-oriented:** their likely popularity among underage drinkers
- **Some variability:** comparisons to help inform policies & policy advocacy
 - Prices
 - Alcohol-by-volume: though disproportionately focused on high abv products
 - Product categories: e.g., beer, malt liquor, hard seltzers, supersized alcopops
 - Relative newness to market
 - Parent companies
 - Total liquid volume
 - Within the same brand: different abv, volume, and product category
 - Interested in association between these factors and price (even within brand & store)

Online assessment of RTD alcohol products

- Which are the least expensive brands?
 - RTD products
- 2023: systematically identified 39 retail stores selling alcohol online
 - Fort Worth, TX
 - Consistent tax rate
 - Insights on local availability/prices
- For each product, we recorded information regarding brand name, alcohol-by-volume (abv), liquid volume, and price (n=10,818)

Online assessment of RTD alcohol products

- The least expensive brands included:
 - Four Loko
 - MXD Drinks Co.
 - Steel Reserve (High Gravity Lager and Alloy Series)
 - Hurricane High Gravity
 - Natural (Natural Ice and Natty Daddy)
 - Clubtails
 - Sauza Agave Cocktails
 - Truly Extra
 - Icehouse
- Average abv among all products was 5.9%
- Among the 20 least expensive brands, the average abv was 9.0%, and 70% were available in single serve containers.

	Stores	Total Freq	Median price per std drink		
Four Loko 14%	11	25	0.72766		
Steel Reserve 8.1%	10	13	0.76543		
Four Loko 12%	8	15	0.87292		
Steel Reserve 8%	10	27	0.93438		
White Claw Surge abv 8	14	32	1.09427		
Fireball Malt 16.5%	9	31	1.15498		
Mike's Harder RTD cocktail 8%	15	54	1.20957		
Bud Light Lime-a-Rita 8%	14	26	1.257		
Smirnoff Ice Smash abv 8	11	29	1.30938		
Cayman Jack Margarita 5.8	16	49	1.54562		
Bud Light 4.2	31	160	1.57601		
Truly abv 5	27	193	1.75083		
Twisted Tea abv 5	22	81	1.76583		
White Claw abv 5	31	269	1.79833		
Mike's Hard RTD cocktail 5%	26	113	1.845		
Jack Daniel's Country Cocktail 4.8%	13	50	1.92396		
Seagram's Escapes Original (abv 3.2	15	47	2.12642		
Smirnoff Ice abv 4.5	26	100	2.17639		
Parrot Bay Malt Beverage 16%	4	4	2.4376		

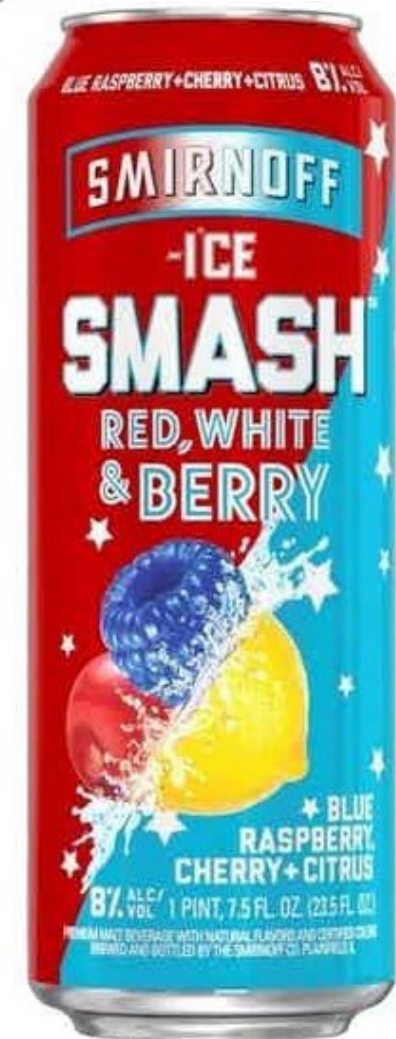
We considered:

- # of stores
- Low price
- Likely popularity among underage drinkers
- Comparisons

Environmental Scans



- High abv
- Popular among young people
- Low price
- Some comparisons



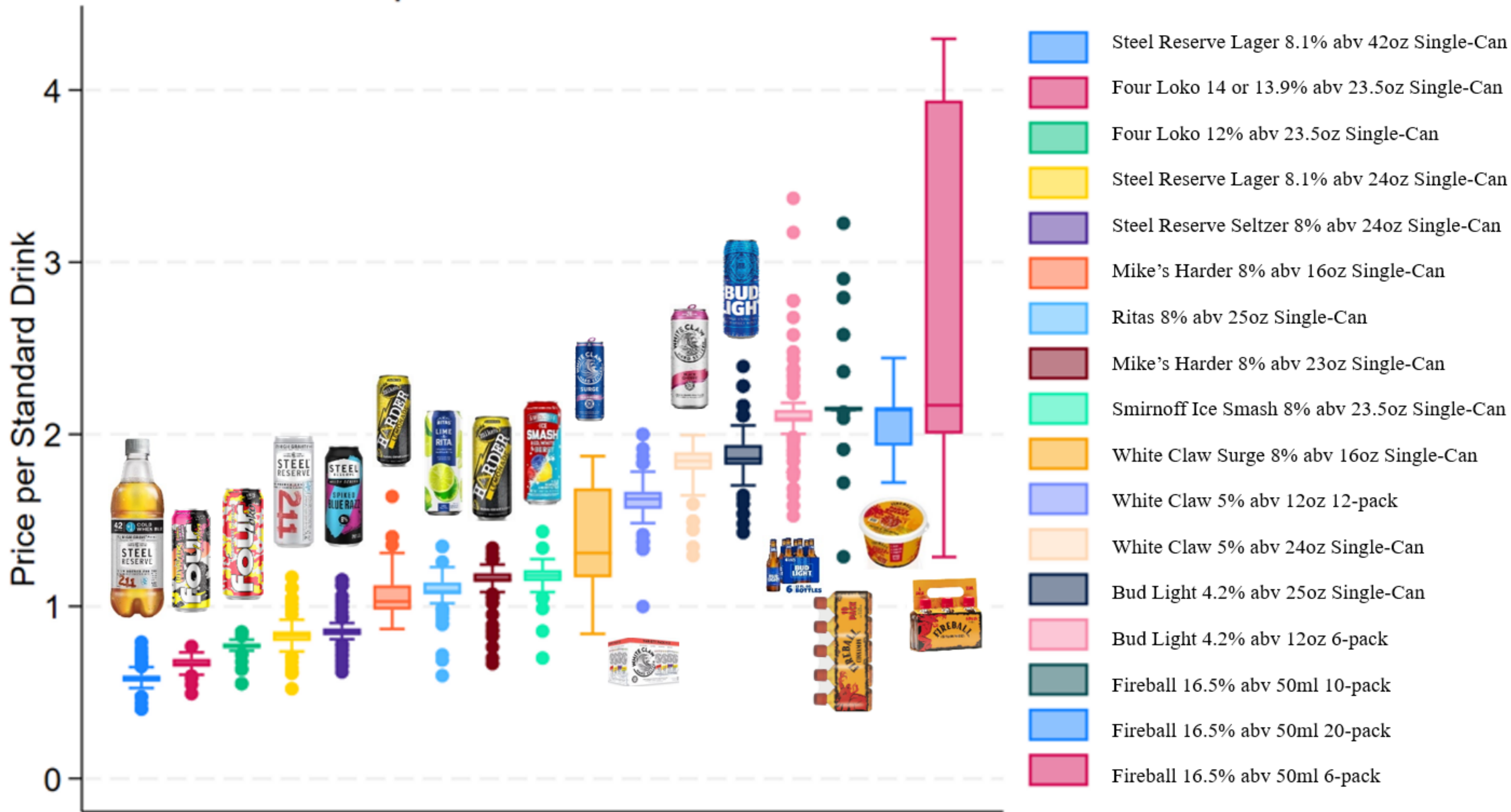
Non-Alcoholic Comparisons: Price





Brand	ABV (%)	Volume per Container	Number of Containers	Total Standard Alcoholic Drinks	Retail Availability (N=396) n (%)	Average Price	Average Price Per Standard Drink	Price Promotions n (%)
Steel Reserve 211 High Gravity Lager	8.1%	42oz	1	5.67	175 (44.2%)	\$3.34	\$0.59	4 (2.3%)
Four Loko	13.9% or 14%	23.5oz	1	5.46	186 (47.0%)	\$3.65	\$0.67	20 (10.8%)
Four Loko	12%	23.5oz	1	4.70	73 (18.4%)	\$3.59	\$0.76	3 (4.1%)
Steel Reserve 211 High Gravity Lager	8.1%	24oz	1	3.24	223 (56.3%)	\$2.70	\$0.86	35 (15.7%)
Steel Reserve Alloy Series Seltzer	8%	24oz	1	3.20	232 (58.6%)	\$2.74	\$0.86	31 (13.4%)
Mike's Harder	8%	16oz	1	2.13	138 (34.8%)	\$2.27	\$1.07	13 (9.4%)
Ritas	8%	25oz	1	3.33	175 (44.2%)	\$3.63	\$1.09	30 (17.1%)
Mike's Harder	8%	23oz	1	3.13	200 (50.5%)	\$3.61	\$1.15	23 (11.5%)
Smirnoff Ice Smash	8%	23.5oz	1	3.13	92 (23.2%)	\$3.67	\$1.17	20 (21.7%)
White Claw Surge	8%	16oz	1	2.13	34 (8.6%)	\$3.02	\$1.42	10 (29.4%)
White Claw	5%	12oz	12	12.00	212 (53.5%)	\$19.42	\$1.62	10 (4.7%)
White Claw	5%	24oz	1	2.00	114 (28.8%)	\$3.66	\$1.83	17 (14.9%)
Bud Light	4.2%	25oz	1	1.75	278 (70.2%)	\$3.29	\$1.88	57 (20.5%)
Fireball	16.5%	50ml	20	9.30	29 (7.3%)	\$19.5	\$2.10	5 (13.8%)
Bud Light	4.2%	12oz	6	5.04	284 (71.7%)	\$10.62	\$2.11	12 (4.2%)
Fireball	16.5%	50ml	10	4.65	49 (12.4%)	\$10.27	\$2.21	4 (8.2%)
Fireball	16.5%	50ml	6	2.79	14 (3.5%)	\$7.45	\$2.67	1 (7.1%)
Simply Orange Juice (Non-alcoholic)	----	11.5oz	1	----	112 (28.3%)	\$2.41	----	20 (17.9%)
Coca-Cola (Non-alcoholic)	----	20oz	1	----	293 (74.0%)	\$2.44	----	67 (22.9%)

Box Plots of Prices per Standard Drink Across Brands



Supporting Policy Advocacy

\$0.59 per
standard drink



\$0.67 per
standard drink



Supporting Advocacy

In Fort Worth, Texas:

- For \$10, someone could purchase
 - 46 oz of Simply Orange Juices



Supporting Advocacy

In Fort Worth, Texas:

- For \$10, someone could purchase
 - 46 oz of Simply Orange Juices
 - 80 oz of Coca-Cola



Supporting Advocacy

In Fort Worth, Texas:

- For \$10, someone could purchase
 - 46 oz of Simply Orange Juices
 - 80 oz of Coca-Cola
 - or 126 oz of Steel Reserve malt liquor equaling **17 standard alcoholic drinks!**



Supporting Advocacy

For an extra dollar (\$10.95) consumers could purchase nearly the same amount of alcohol (16.45 standard drinks) but **fruit flavored**, and **in just 70.5 oz** of 14% abv Four Loko.

- >1 standard drink every 4.3 ounces



\$11 Worth of Alcohol

If you drank \$11 worth of Four Loko within two hours, your peak blood alcohol content would be:

- Men: $(63.75/\text{your body weight in pounds}) - 0.034$
- Women: $(76.5/\text{your body weight in pounds}) - 0.034$



9 standard alcoholic drinks



17 standard alcoholic drinks



also



Examples of Increased State Alcohol Taxes

2009 Illinois: Increased (excise) tax on beer, wine, & liquor

Beer: \$0.19 → \$0.23 | Wine: \$0.73 → \$1.39 | Liquor \$4.50 → \$8.55

2011 Connecticut: Increased (excise) tax on beer, wine, & liquor

Beer: \$0.20 → \$0.24 | Wine: \$0.60 → \$0.72 | Liquor \$4.50 → \$5.40

2013 Maine: Increased retail beer tax on-premise: 7% → 8%

2013 Rhode Island: Increased (excise) tax on beer, wine, & liquor

Beer: \$0.10 → \$0.11 | Wine: \$0.60 → \$1.40 | Liquor \$3.75 → \$5.40

2013 Texas: Increased (retail) tax of beer, wine, & liquor on-premise: 14% → 14.95%

2016 Louisiana: Increased (excise) tax on beer, wine, & liquor

Beer: \$0.32 → \$0.40 | Wine: \$0.11 → \$0.76 | Liquor \$2.50 → \$3.03

2017 Delaware: Increased (excise) tax on beer, wine, & liquor

Beer: \$0.16 → \$0.26 | Wine: \$0.97 → \$1.63 | Liquor \$3.75 → \$4.50

2011 & 2018 DC: Increased (retail) tax on beer, wine, & liquor off-premises

9% → 10% → 10.25%

2018 Oklahoma: Added new on-premise retail tax for beer & wine (13.5%)

2019 Connecticut: Increased (excise) tax on wine & liquor

Wine: \$0.72 → \$0.79 | Liquor \$5.40 → \$5.94

State Alcohol Taxes

- <https://alcoholpolicy.niaaa.nih.gov/>
- Under Alcohol Policy Topics
 - Click **“Alcohol Beverage Taxes”**
 - Click **“Beer”, “Distilled Spirits”, or “Wine”**
 - Click **“Changes Over Time”**
 - Look for your state



Needed Regulations

Price

Modernize tax laws to keep up with inflation (i.e., ad valorem taxes)

Account for increasing alcohol content (i.e., strength-based taxes and minimum unit pricing)

Needed Regulations

Products

Limit the alcohol content in alcopops

Limit alcohol content in non-liquor stores – this could simplify enforcement, especially considering the industry's history of non-compliance with beer definitions

Prohibit co-branding with products marketed to young demographics

Should be clear exclusion of consumable THC products from the federal definition of “hemp”

FDA should issue warning letters, seize products, and take legal action against companies that continue to market THC beverages.

Needed Regulations

Promotions

Strengthen advertising restrictions: Federal Trade Commission (FTC) and the Alcohol and Tobacco Tax and Trade Bureau (TTB) enforce stricter controls, particularly in limiting youth exposure to alcohol ads on social media platforms

Mandate clear labeling of alcohol content and cancer warnings

Needed Regulations

Place

Enforce stricter age verification processes for alcohol delivery services and alcohol-to-go sales

Laws and enforcement regarding alcohol product placement

Prohibit self check-out for alcohol products

Implement laws to prevent the production and use of fake IDs, and invest in improved ID verification technologies to ensure compliance.

Needed Regulations

State Pre-emption and Local Action

States remove pre-emption laws that prevent localities from passing more effective alcohol regulations

Local governments enact and enforce laws prohibiting the sale of high-risk products in certain areas to reduce crime, protect vulnerable communities, and improve health equity

Retail surveillance at the local level

Enforcement should focus on retailers rather than individuals attempting to purchase these products

Needed Regulations

Funding

Agencies like the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the Centers for Disease Control and Prevention (CDC) should prioritize funding research that explores the impact of alcohol marketing and related policies on public health outcomes.

About Counter Tools

Counter Tools is a 501(c)(3) public health consulting organization that aims to promote health equity and enact policy change in communities nationwide by providing:

- Reliable technology
- Accessible data analytics
- Full-spectrum, tailored support

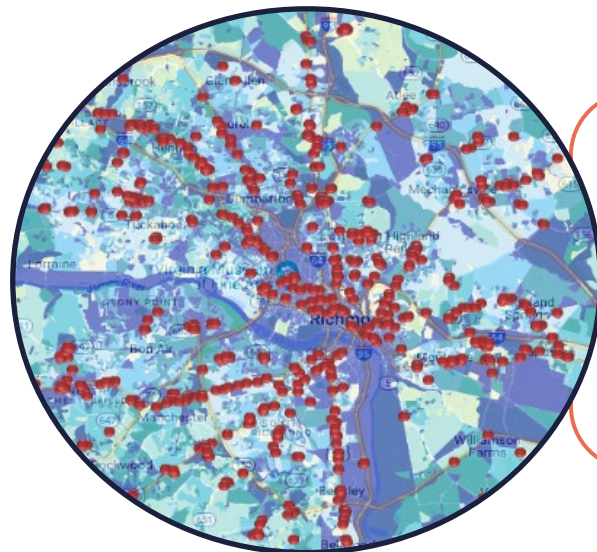
Our mission is to empower communities to become healthier places for all.



The retail environment

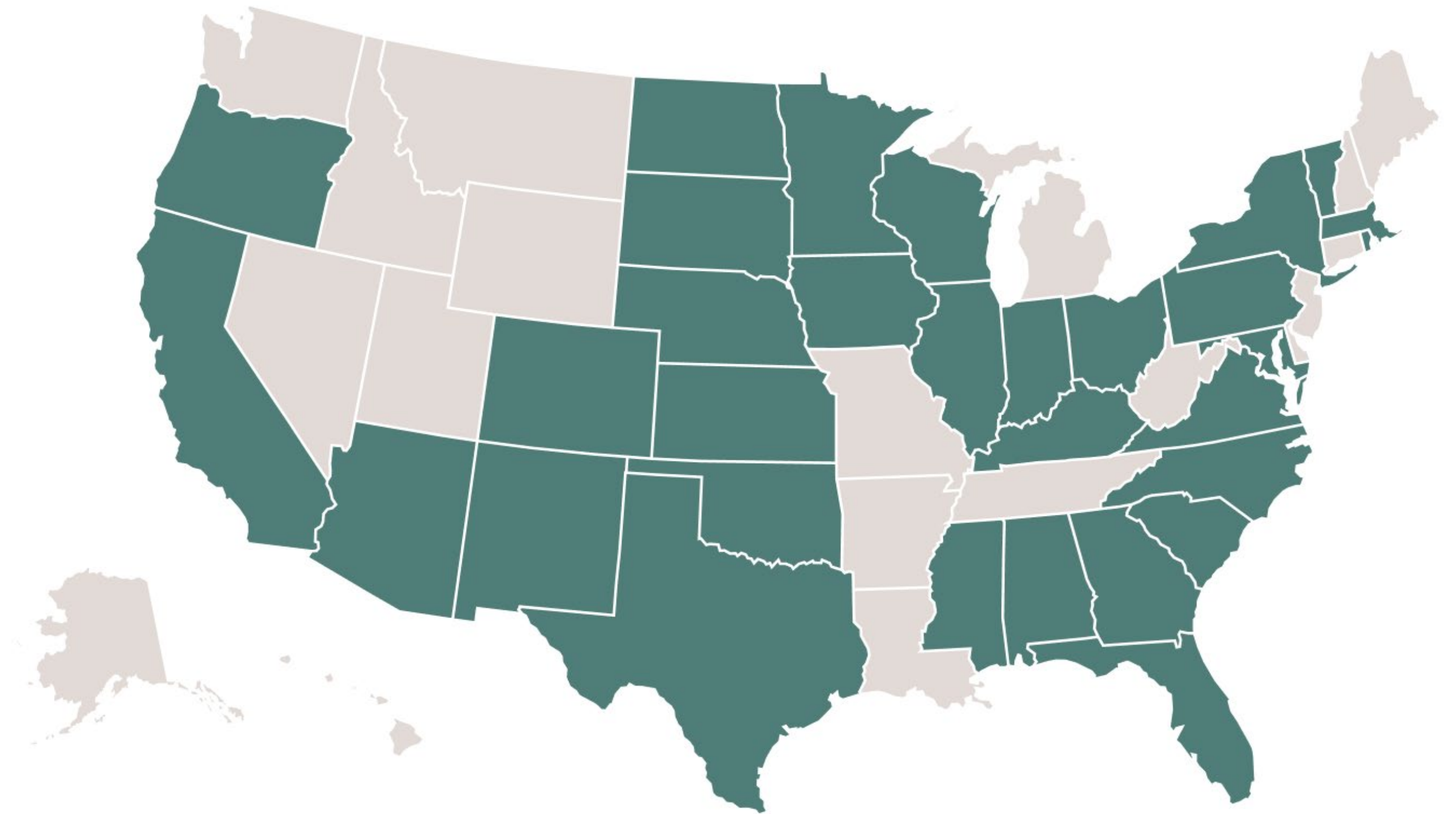


Micro retail environment
Product availability, price, placement, promotion



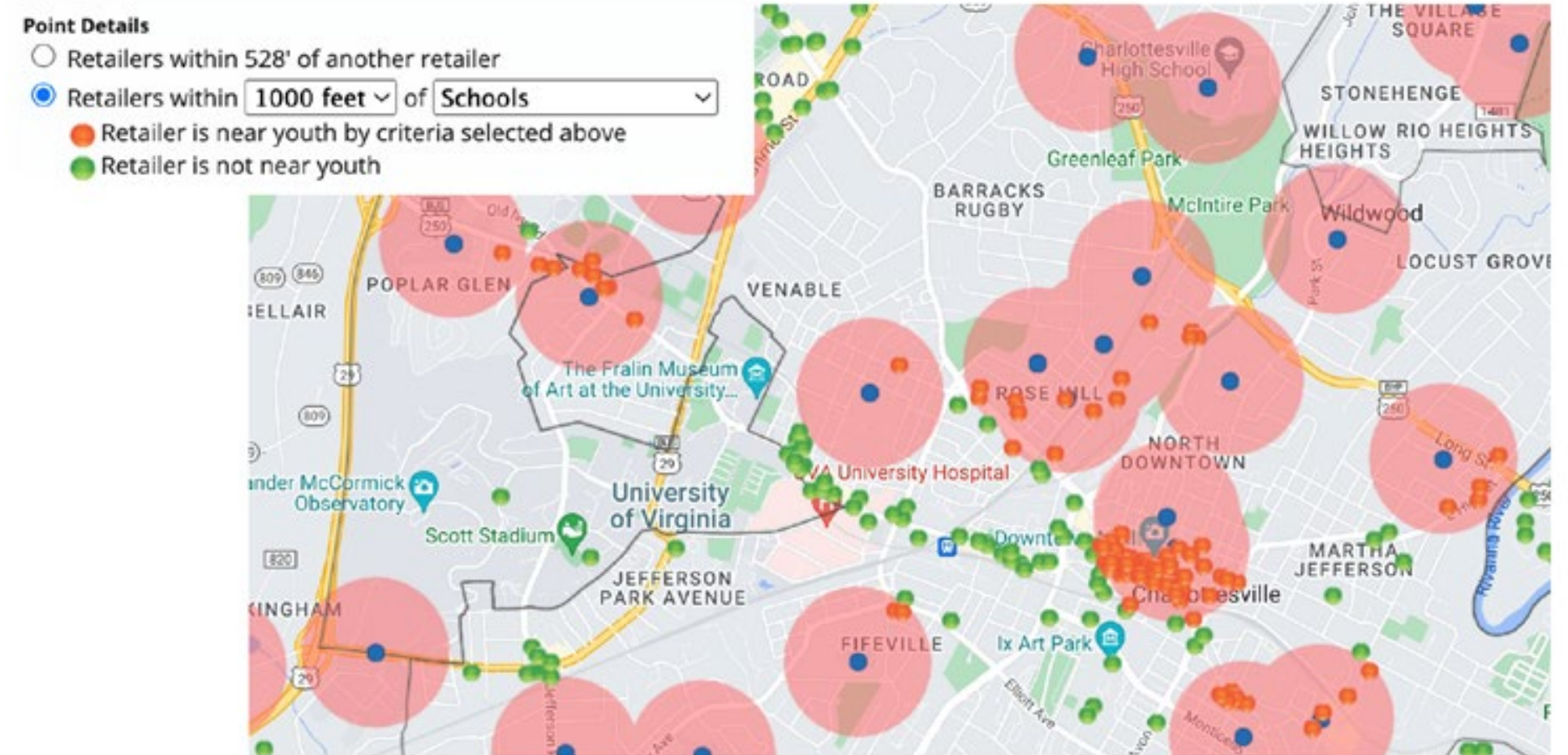
Macro retail environment
Number, type, location, clustering of retailers

Supporting citizen science



Macro retail environment

- Map locations of alcohol outlets
- Identify store types
- Examine density by neighborhood demographics
- Identify proximity to youth-serving venues



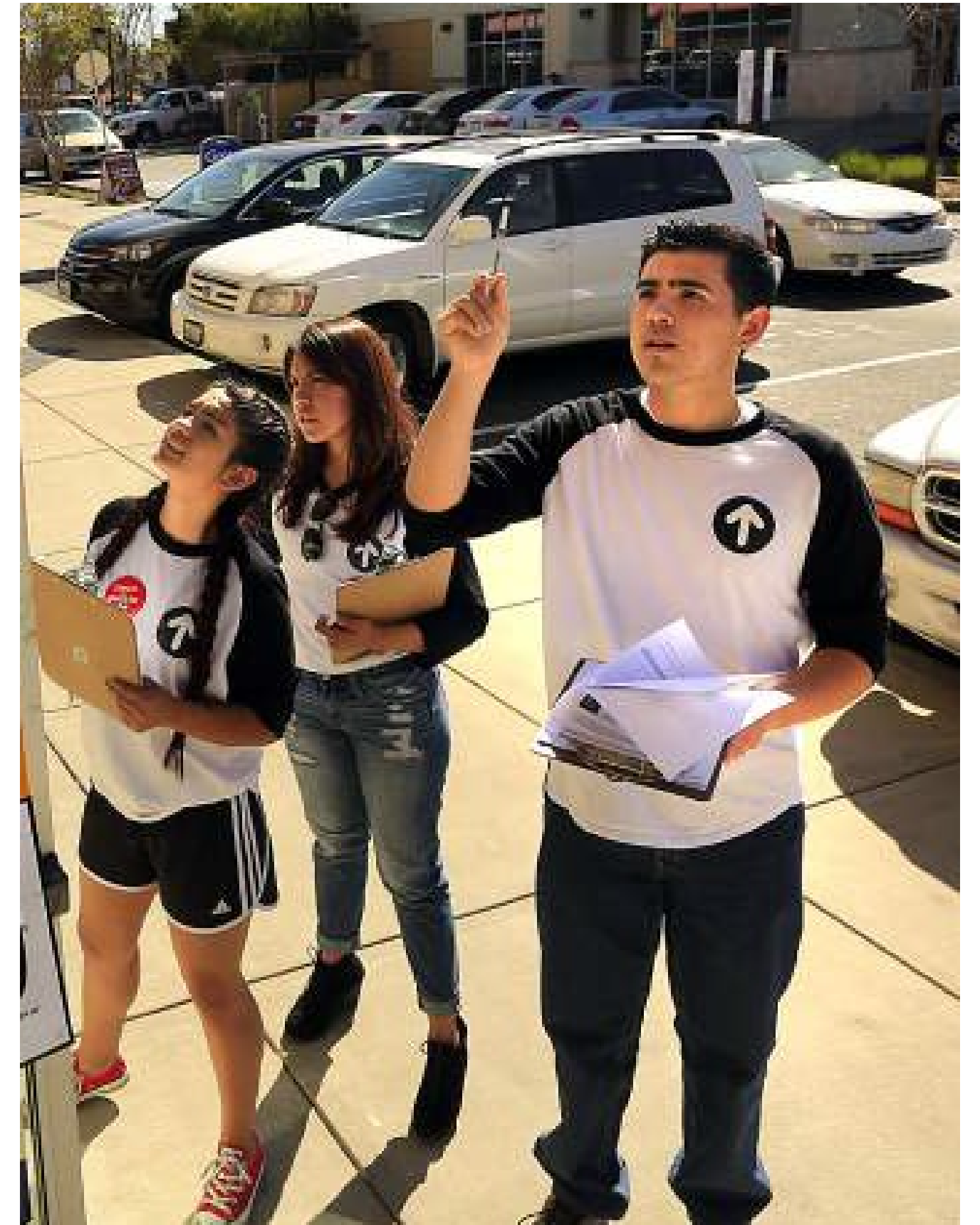
Micro retail environment

- Product availability
- Price
- Promotion
- Placement
- Advertising
- Policy compliance

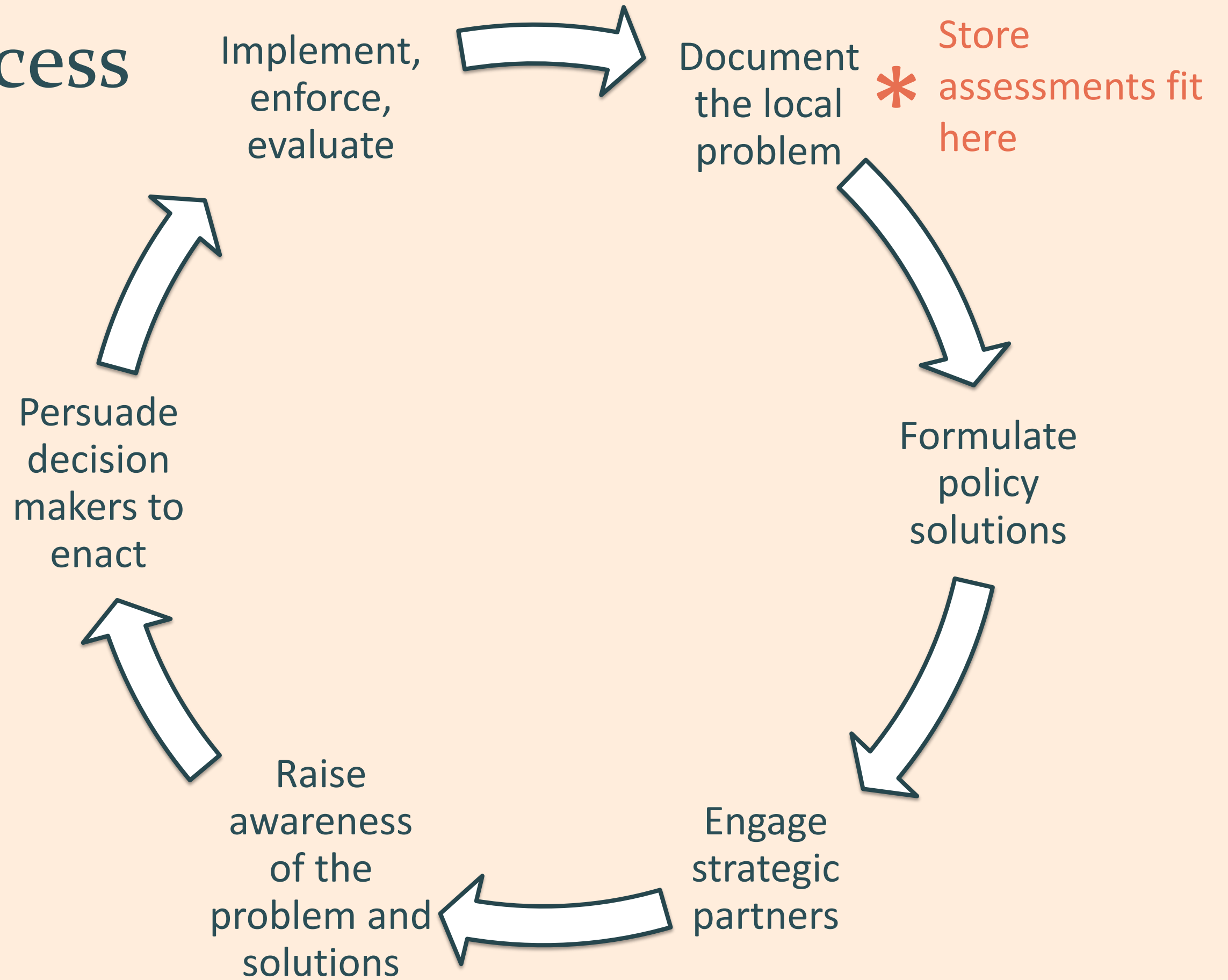


Benefits of store assessments

- Provide useful evidence to guide policy goals
- Opportunity to engage community members & educate decision makers
- Provide data to tell your story in a more compelling way
- Allow for changes to be evaluated over time



Policy change process



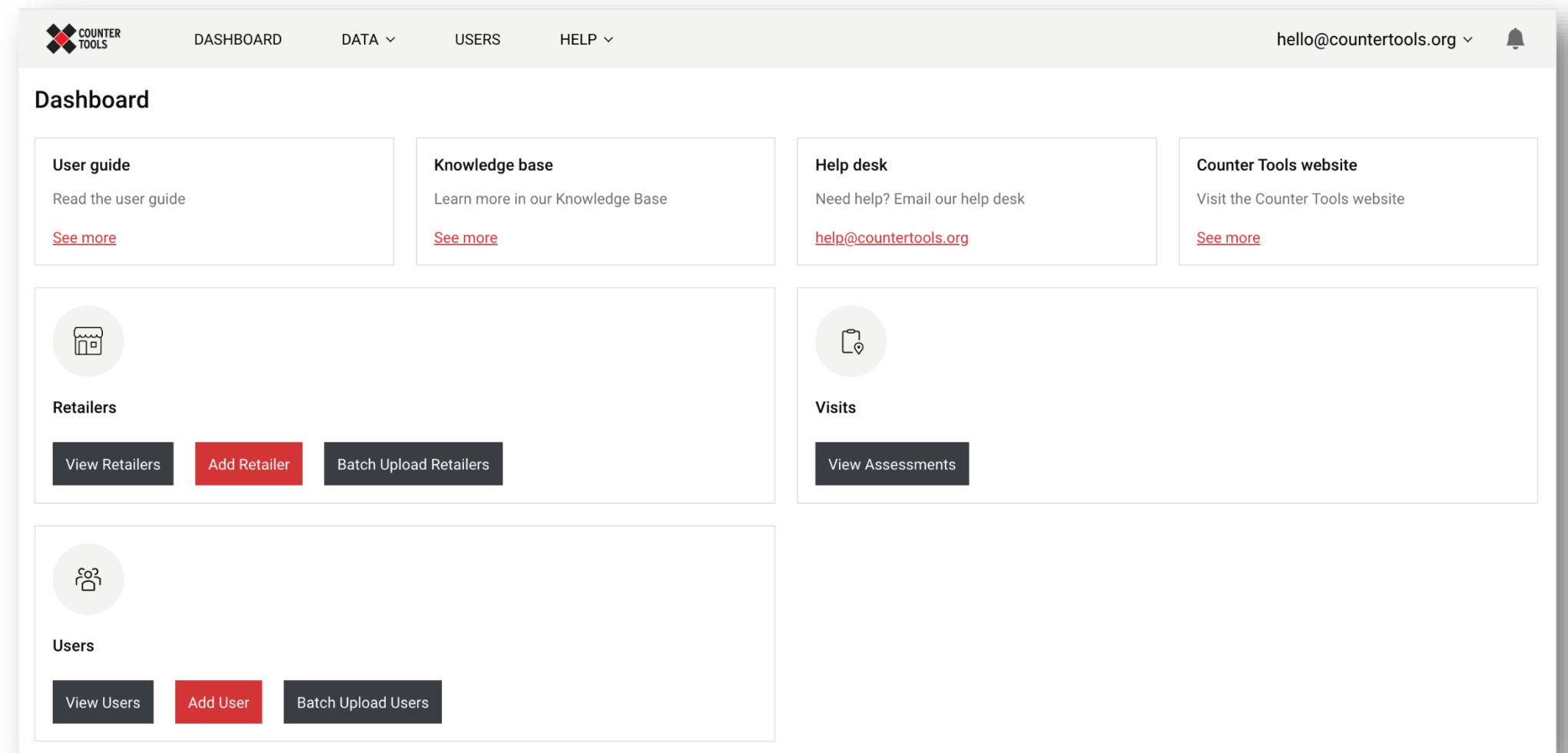
Store assessment data

- Store type
- Exterior ads
- Availability of:
 - All alcohol products
 - Alcopops
 - Singles
- Pharmacy counter
- Placement near kid-friendly products
- Price promotions



Point-of-Sale Toolkit (POST) Collect

- Manage, track & collect data
- Synthesize, filter & export data



The screenshot displays the Counter Tools dashboard. At the top, there is a navigation bar with the Counter Tools logo, menu items for DASHBOARD, DATA, USERS, and HELP, and a user profile section showing 'hello@countertools.org' and a notification bell. The main content area is titled 'Dashboard' and is organized into several sections:

- User guide:** Includes a link to 'Read the user guide' and a 'See more' link.
- Knowledge base:** Includes a link to 'Learn more in our Knowledge Base' and a 'See more' link.
- Help desk:** Includes a link to 'Need help? Email our help desk' and the email address 'help@countertools.org'.
- Counter Tools website:** Includes a link to 'Visit the Counter Tools website' and a 'See more' link.
- Retailers:** Features a storefront icon and three buttons: 'View Retailers', 'Add Retailer' (highlighted in red), and 'Batch Upload Retailers'.
- Visits:** Features a location pin icon and a 'View Assessments' button.
- Users:** Features a group of people icon and three buttons: 'View Users', 'Add User' (highlighted in red), and 'Batch Upload Users'.

Retail Alcohol Data (RAD) Collaborative

- For those who want to better understand the availability, pricing, and marketing of alcoholic beverages that are especially dangerous and/or appeal to young people
- Purpose is to equip participants with local data to support pricing and other policy strategies that reduce alcohol-related harms
- Designed to make alcohol data collection as simple and straightforward as possible

Expectations for successful participation

- Establish a team of at least 4 data collectors to conduct store assessments
- Provide a list of licensed alcohol retailers within your city, state, or region of interest
- Complete the survey at a minimum of 50 alcohol outlets between January 10-February 28
- Participate in two web-based trainings (January 9 and April 14, 2025)
- Participate in up to 5 optional technical assistance check-ins to support your goals
- Plan and organize team capacity to complete required data collection
- Allow data access to Counter Tools and University of North Texas Health Science Center researchers for analysis and possible future publication

Important Dates

- Application closes: October 28, 2024
- Teams notified of acceptance and next steps: October 30, 2024
- Planning, technical assistance & logistical support: November-December 2024
- Conducting Store Assessments Kick-off Training: January 8, 2025 (2 PM EST)
- Data collection period: January 10-February 28, 2025
- Data cleaning & analysis completed by UNTHSC researchers: March 1-31, 2025
- Culminating Training: April 14, 2025 (2 PM EST)

Supersized Alcopops

What are Supersized Alcopops?

- Supersized alcopops are sweet, ready-to-drink alcoholic beverages with dangerously high alcohol content.¹
- A single can of a supersized alcopop can have the same amount of alcohol as an entire six-pack of beer, as they are often twice as big and up to 3 times as strong.¹



Who Drinks Them?

- Underage drinkers are more likely to drink supersized alcopops when they can choose the alcohol they drink.²
- 10% of underage drinkers have consumed a supersized alcopop in the past month.³
- Four Loko is the brand of supersized alcopop most popular among underage drinkers.³
- A study of college student drinkers found that nearly half drank Four Loko.⁴
- Almost all of these students first drank Four Loko **before they were of legal age to drink.**⁴

Harmful Marketing & Availability

- Supersized alcopops are among the least expensive ready-to-drink alcoholic beverages on the market.^{7,8} Two are often sold for \$5 or \$6.⁸
 - A 13-year-old female consuming two cans of supersized alcopops would be expected to obtain a BAC of 0.40 g/dL, which is very dangerous.¹
- Despite having high alcohol content, they are often sold in gas stations and convenience stores, the types of stores where underage drinkers most often obtain alcohol.^{9,10}
- Supersized alcopops are more frequently marketed in areas with a higher proportion of residents from specific racial and ethnic backgrounds and where there are also higher rates of unemployment and poverty.¹⁰

Harm to Young People

- **Consuming a single can of supersized alcopop is binge drinking and is, therefore, an unsafe practice.**¹
- Most college students drink an entire can of Four Loko – or more – their first time drinking it.⁴
- Among college students who finished at least one can of Four Loko, 1-in-3 blacked out and 1-in-5 vomited.⁴
- In Montana, Four Loko has lower alcohol content: 8% alcohol-by-volume versus 14% elsewhere.⁴
 - Compared to Montana, students in other states had twice the odds of blacking out and vomiting after drinking Four Loko.⁴ This suggests that **reduced alcohol content helps protect young people.**
- Calls to U.S. Poison Control Centers about supersized alcopops more often involve underage drinkers.⁵
- Among sexual assault cases involving alcohol, supersized alcopops are more often involved when the victim is a minor (under 18 years old).⁶
 - This may be because of their preference for these products; however, in 95% of cases where the victim was a minor, the specific type of alcohol was given to them by the perpetrator of their assault, compared with 33% for adult victims.⁶ This suggests these products may be used as a tool in the sexual victimization of minors.

To protect youth, we urgently need improved regulation of supersized alcopops, including reduced alcohol content and access among minors.

SCAN FOR MORE INFORMATION



Contact Matthew.Rossheim@unthsc.edu

Supersized Alcopops

RAD Collaborative



Matt Rossheim

Matthew.Rossheim@unthsc.edu

Maria Julian

maria@countertools.org



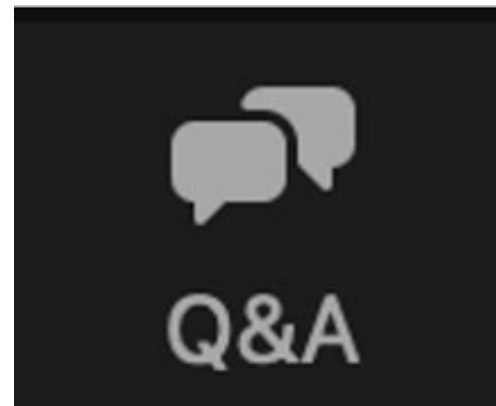
Q&A

Questions from CADCA

- What is the potential impact this tool can have on local prevention efforts or state-level policy?
- How can coalition members and substance use preventionists in the field who are not part of a coalition best use the information shared in this webinar?

Questions from Participants

Please type any presentation-related questions in the Q&A box on the bottom of your screen.



Webinar Evaluation

Please scan the QR code with your camera to access the evaluation for this webinar. You will receive a letter of participation upon completion.



<https://research.sogolytics.com/r/RIA48>

Next RIA Webinar

November 19th | 1 PM EST

Featuring Dr. Matthew Rossheim
on a Cannabis related article!



Substance Use Prevention Month

Prevention Month is a key opportunity to elevate the national conversation and showcase prevention's positive effects on communities across the country. SAMHSA has various ideas and resources for you to tell your prevention story.

Visit SAMHSA's website to learn how to get involved.



Thank You!

CADCA wishes to thank **Dr. Matthew Rossheim** and **Maria Julian** for their insightful presentation.

For help with any evaluation or research related issue, or questions about this webinar, please send an email to evaluation@cadca.org

