

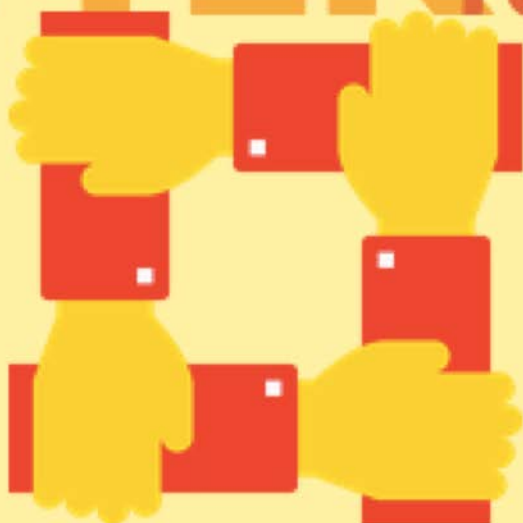
3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Welcome

BETTER TOGETHER

OCT



11

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Celebrate an AMAZING year!



Sacramento

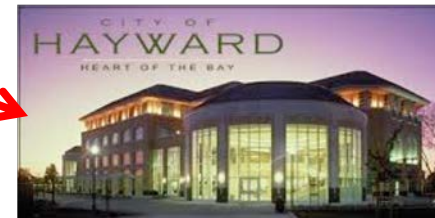
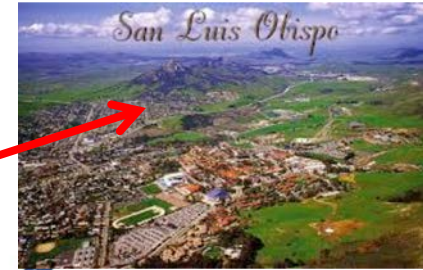
makes many alcohol-related decisions



California **Alcohol Policy Alliance**



But their impacts affect our local communities



Designed by TownMapsUSA.com



California Alcohol Policy Alliance



California **Alcohol Policy Alliance** Mission Statement

CAPA shall unite diverse organizations and communities in California to protect health and safety, and prevent alcohol-related harm through statewide action.



California **Alcohol Policy Alliance**

CAPA Platform

- **“Charge for Harm”** – Higher taxes; higher prices
- **Limit alcohol advertising** in all media, especially on government-controlled property
- **Make ABC effective**, efficient, transparent, and accountable to public health and safety
- **Eliminate products oriented to underage youth and vulnerable populations** like powdered alcohol, alcopops, and malt liquor
- **“Point .05 Saves Lives”**



California **Alcohol Policy Alliance**

CAPA Members

Alcohol Justice
Alcohol-Narcotics Education
Foundation
AADAP, Inc.
ADAPT San Ramon Valley
Bay Area Community
Resources
Behavioral Health Services, Inc.
CA Council on Alcohol Problems
CASA for Safe & Healthy
Neighborhoods
Center for Human Development
Center for Open Recovery
Eden Youth and Family Center
Institute for Public Strategies
FASD Network of Southern CA
FreeMUNI – SF
Friday Night Live Partnership

Koreatown Youth and
Community Center
Laytonville Healthy Start
L.A. County Friday Night Live
L.A. Drug & Alcohol Policy
Alliance
Lutheran Office of Public Policy
– California
MFI Recovery Center
Mountain Communities Family
Resource Center
National Asian Pacific American
Families Against Substance
Abuse
North Coastal Prevention
Partnership for a Positive
Pomona
Paso por Paso, Inc.
Project SAFER

Pueblo y Salud
Reach Out
San Marcos Prevention
Coalition
San Rafael Alcohol & Drug
Coalition
SF DogPAC
Saving Lives Drug &
Alcohol Coalition
South Orange County Coalition
Tarzana Treatment Centers, Inc.
The Wall Las Memorias Project
UCEPP Social Model Recovery
Systems
Women Against Gun Violence
Youth for Justice
**And your organization
too!**



**California Alcohol Policy
Alliance**



Your membership matters

The larger we are, the more **POWER** we have.



California **Alcohol Policy**
Alliance

ALCOHOL
JUSTICE.
The Industry Watchdog

Your participation matters

The louder we are, the more **POWER** we have.



**LETTERS
CALLS
VISITS
OP-EDS+
ACTION ALERTS
We need you.
We mean it.**



**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog



We're all a piece of CAPA



**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Celebrate an AMAZING year!



Let's see what CAPA did this year...



Queue up the highlights video, please...



**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog

CAPA X THE NUMBERS

ADVOCACY & ACTIONS IN 2018

FIVE **BILLS**

we took a
position on



DISTRICT MEETINGS

11

with Senate GO,
Assembly GO &
Assembly Approps
members



44

**LETTERS OF
OPPOSITION**

submitted by CAPA
members & allies



MEMBERS SPOKE

FOUR



at hearings
for bills in
Sacramento

100+ MEETINGS WITH STAFF IN SACRAMENTO



CAPA X THE NUMBERS

ADVOCACY & ACTIONS IN 2018

FIVE

PRESS EVENTS

Sacramento &
Los Angeles



ARTICLES

2606

online and in print
with audience up to

313 MILLION



61

RADIO & TV SPOTS

on SB 905 alone
across the state
mentioning CAPA



EMAILS

4 6 6 4



sent to electeds
via our Action
Alerts

= 100% SUCCESS ON THIS YEAR'S PLATFORM



AB 2738 and AB 1207 tried to undo the Powdered Alcohol Ban – again *See you SmartCups!*



Whether you need an energy drink to get you through the day, a perfectly calibrated pre-workout drink to make the most of your time at the gym, a top shelf margarita to celebrate your new personal best, or a variety of options to offer at your next party—Smart Cups has your back.



**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog

AB 2460 would have allowed art galleries to serve alcohol without a license



California Alcohol Policy Alliance

AB 2914 prohibits cannabis-infused alcohol products



**California Alcohol Policy
Alliance**



STOP
Wiener's



4 a.m.
Bar Bill

We did

We stopped
SB 905



California Alcohol Policy
Alliance



a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media



California **Alcohol Policy
Alliance**

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media
- Attended a press conference or rally



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media
- Attended a press conference or rally
- Came to a hearing in Sacramento



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media
- Attended a press conference or rally
- Came to a hearing in Sacramento
- Made a call to a state Senator or Assemblymember



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media
- Attended a press conference or rally
- Came to a hearing in Sacramento
- Made a call to a state Senator or Assemblymember
- Wrote an Op-Ed or letter to the editor



California **Alcohol Policy**
Alliance

a HUGE THANKS to all

Stand up if you...

- Sent or faxed an opposition to one of the Committees
- Took action through one of our e-action alerts
- Shared one of those alerts through your social media
- Attended a press conference or rally
- Came to a hearing in Sacramento
- Made a call to a state Senator or Assemblymember
- Wrote an Op-Ed or letter to the editor
- Collected postcards to send to the Governor



California **Alcohol Policy**
Alliance

Timeline of our campaign

January Senator Wiener violates Senate Rules & reintroduces SB 905. (Announced Nov. 28, 2017)

All Year Wiener amends bill adding total of 9 CITIES.

3/8 CAPA Town Hall Hollywood

3/13 Senate GO passes 8-2-2

4/16 Senate Approps 8-2-0

5/30 Senate Floor 27-9-3

6/20 CAPA Rally Sacramento

6/28 Assembly GO 11-6-4

8/5 CAPA LA Press Conference

8/16 Assembly Approps 12-0-5

Final Passage – 8/29 Assembly 51-22-7

8/30 Senate 28-8-4

All Total – 66 organizations oppose bill!

9/28 Jerry Brown VETOES SB 905



California Alcohol Policy Alliance



THE LATE NIGHT THREAT

SCIENCE, HARMS, AND COSTS OF EXTENDING BAR SERVICE HOURS



A report from California Alcohol Policy Alliance and Alcohol Justice
June 2018



California Alcohol Policy Alliance

ALCOHOL JUSTICE
The Industry Watchdog

Hollywood Town Hall



California **Alcohol Policy Alliance**



Senate GO Hearing



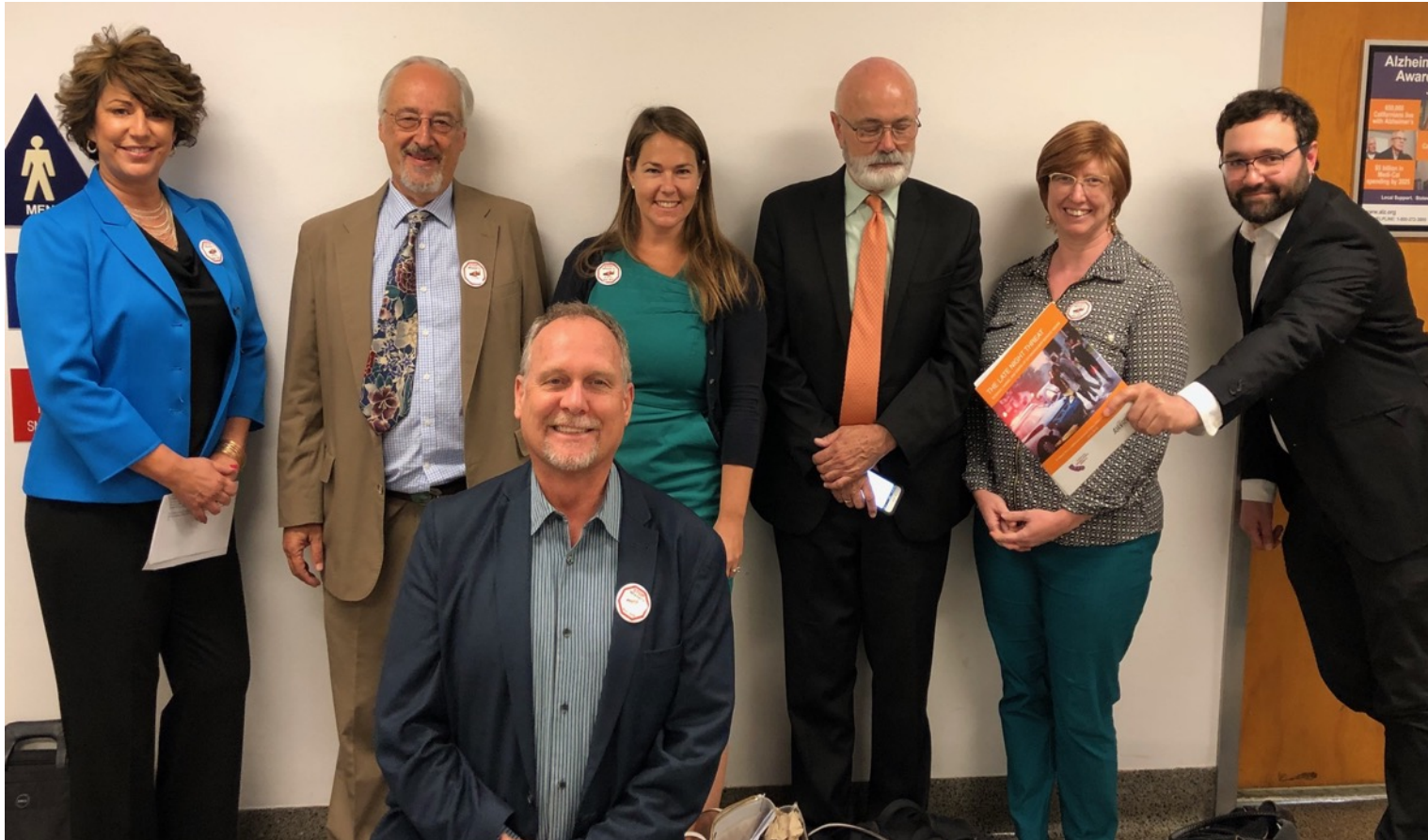
California **Alcohol Policy Alliance**



Press Conference/Rally in Sacramento



Assembly GO Hearing



California **Alcohol Policy Alliance**



LA Press Conference with Kurtwood and Koretz



California **Alcohol Policy Alliance**



Governor Jerry Brown's Veto Message



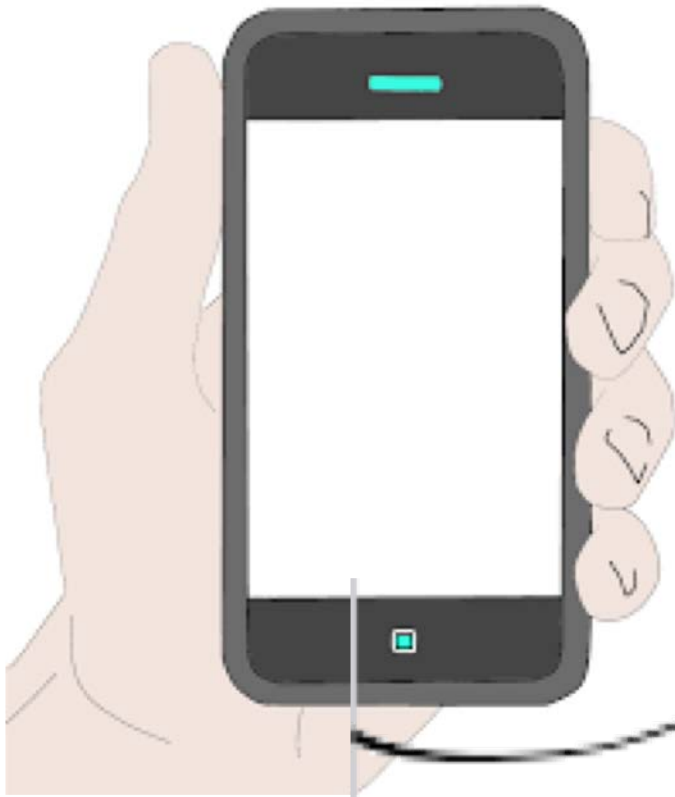
“I believe we have enough mischief from midnight to 2 without adding two more hours of mayhem.”



California Alcohol Policy Alliance

ALCOHOL JUSTICE
The Industry Watchdog

Let's thank the Governor now...



**Text Justice
to 313131**

thank you



**California Alcohol Policy
Alliance**



Let's really celebrate...



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE
The Industry Watchdog

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

CAPA-ABC Quarterly Meetings



California **Alcohol Policy Alliance**



ABC & Community: A Force Multiplier



California **Alcohol Policy
Alliance**

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles



US TRENDS IN ALCOHOL USE AND PROBLEMS AND ALCOHOL POLICY IN --- CALIFORNIA

William C. Kerr

with

Camillia K. Lui, Pricilla Martinez, Edwina Williams, Thomas Greenfield, Deidre Patterson

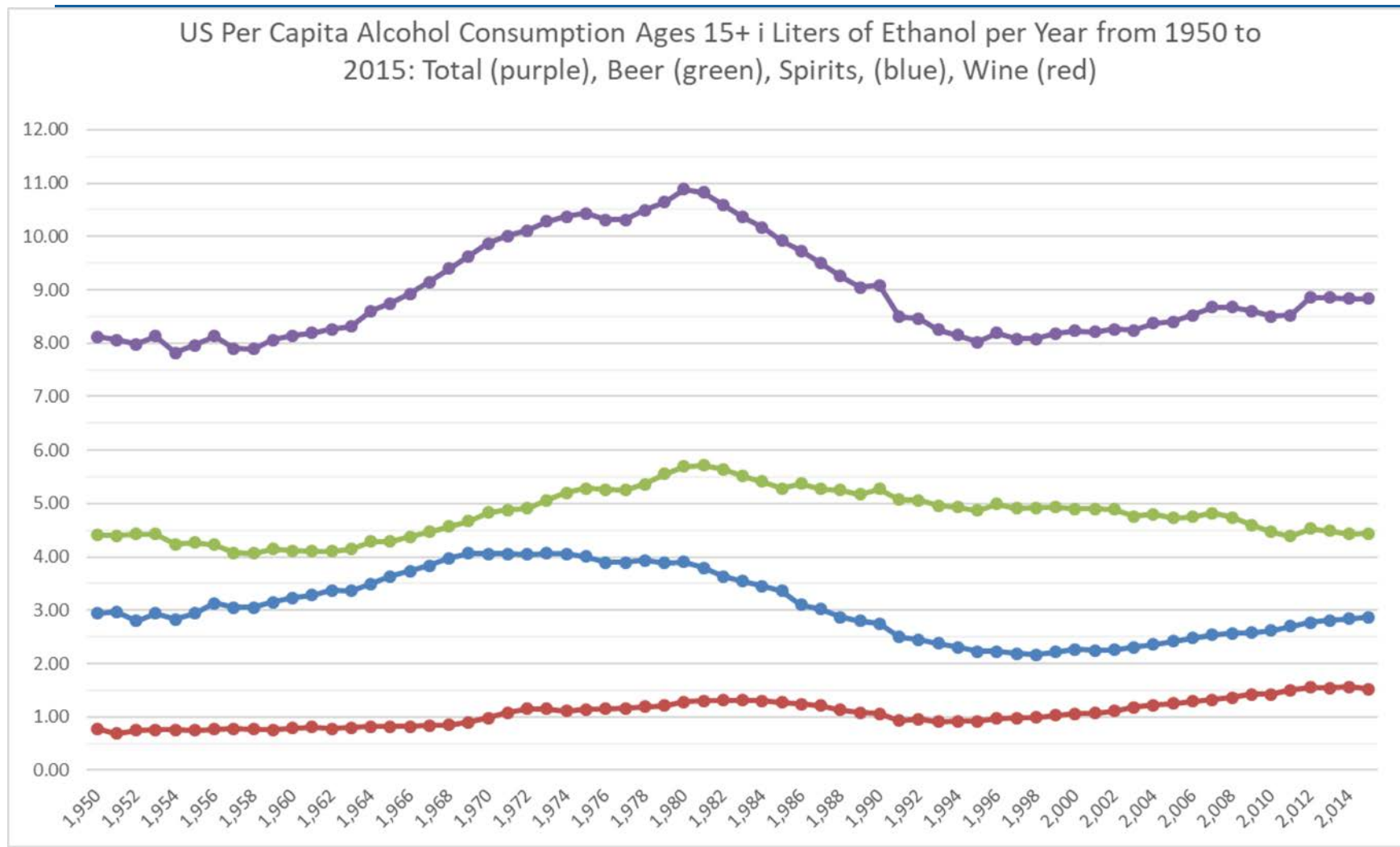
October 11, 2018

Los Angeles, California

Supported by NIAAA Center Grant P50-AA005595

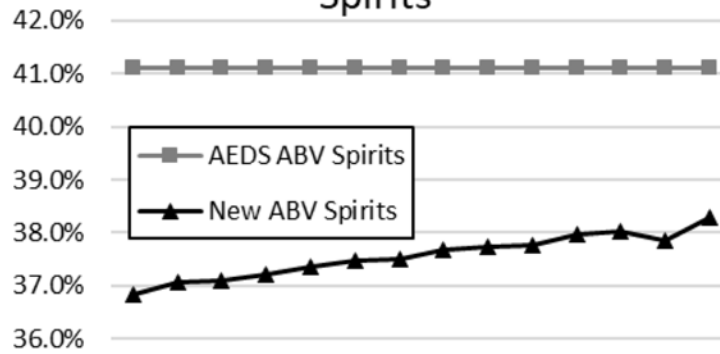


PER CAPITA APPARENT CONSUMPTION: AGE 15+

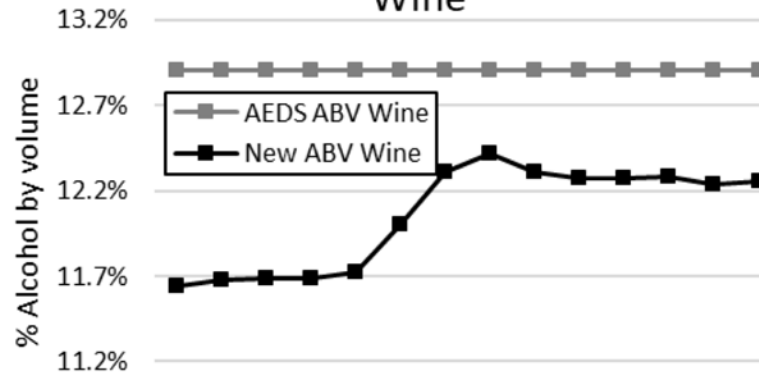


Data Source: NIAAA\CSR and ARG

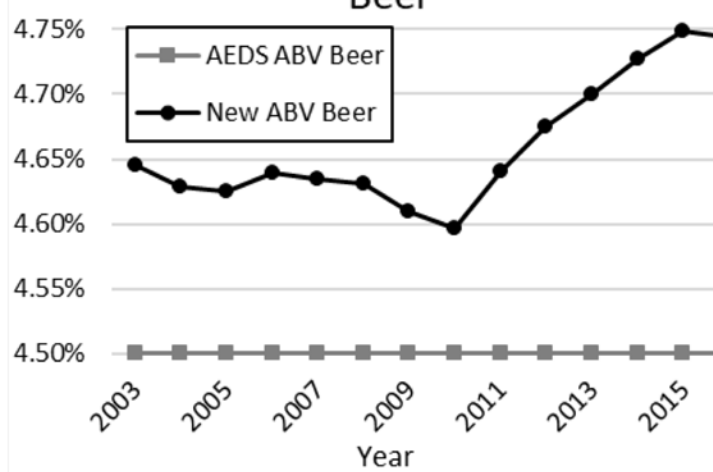
Spirits



Wine



Beer



INCREASING CONSUMPTION AND BEVERAGE STRENGTH

- Increasing US apparent consumption overall **increased by 7.9%** from 2003-2016 with wine and spirits increasing and a decline in beer.
- **California** has a 7.25% increase from 2003-2016 with a **24% increase in spirits and 23% increase in wine**, while beer declined.
- Increasing average strength of beer, wine and spirits comes from both shifts to higher %ABV categories and increases within categories.
- For beer there is less light beer and more craft and FMB's, which have gotten stronger, and more imported, which has not gotten stronger.

NATIONAL ALCOHOL SURVEYS

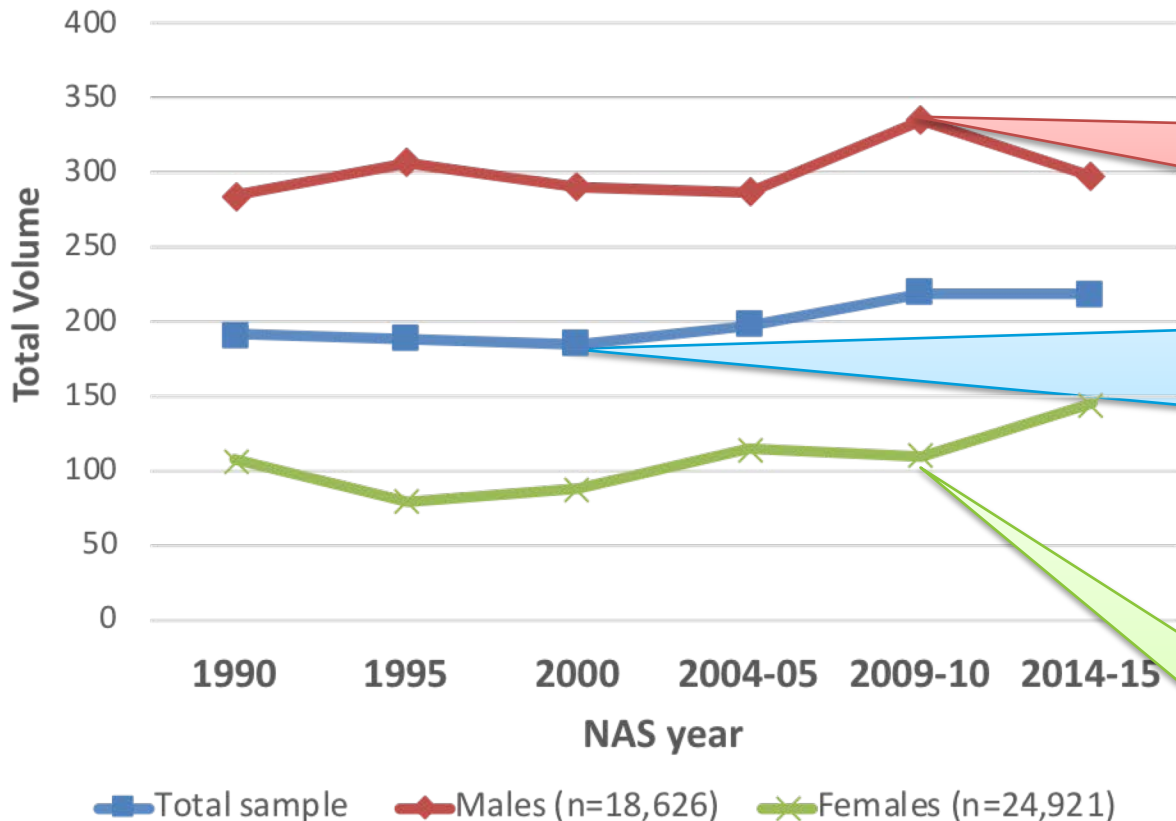
DATA: Nationally-representative survey of U.S. adults ages 18+ collected every 5 years since 1979

- Survey sampling design and mode differences:
 - Oversampling of Hispanics and Blacks (except 1990)
 - In-person interviews with multi-stage clustered sampling to telephone interviews with random-digit dialed sampling

1984	1990	1995	2000	2005	2010	2015
In-person	In-person	In-person	Telephone	Telephone	Telephone (LL+Mobile)	Telephone (LL+Mobile)
n=5,221 RR=72%	n=2,058 RR=70%	n=4,925 RR=77%	n=7,612 CR=58%	n=6,919 CR=56%	n=7,969 CR=52%	n=7,071 CR=60%

TOTAL VOLUME

Changes in Total Alcohol Volume (GF) in Past 12 Months from 1990-2015



Men:
Between 2010 and 2015, mean volume reduced by 10%

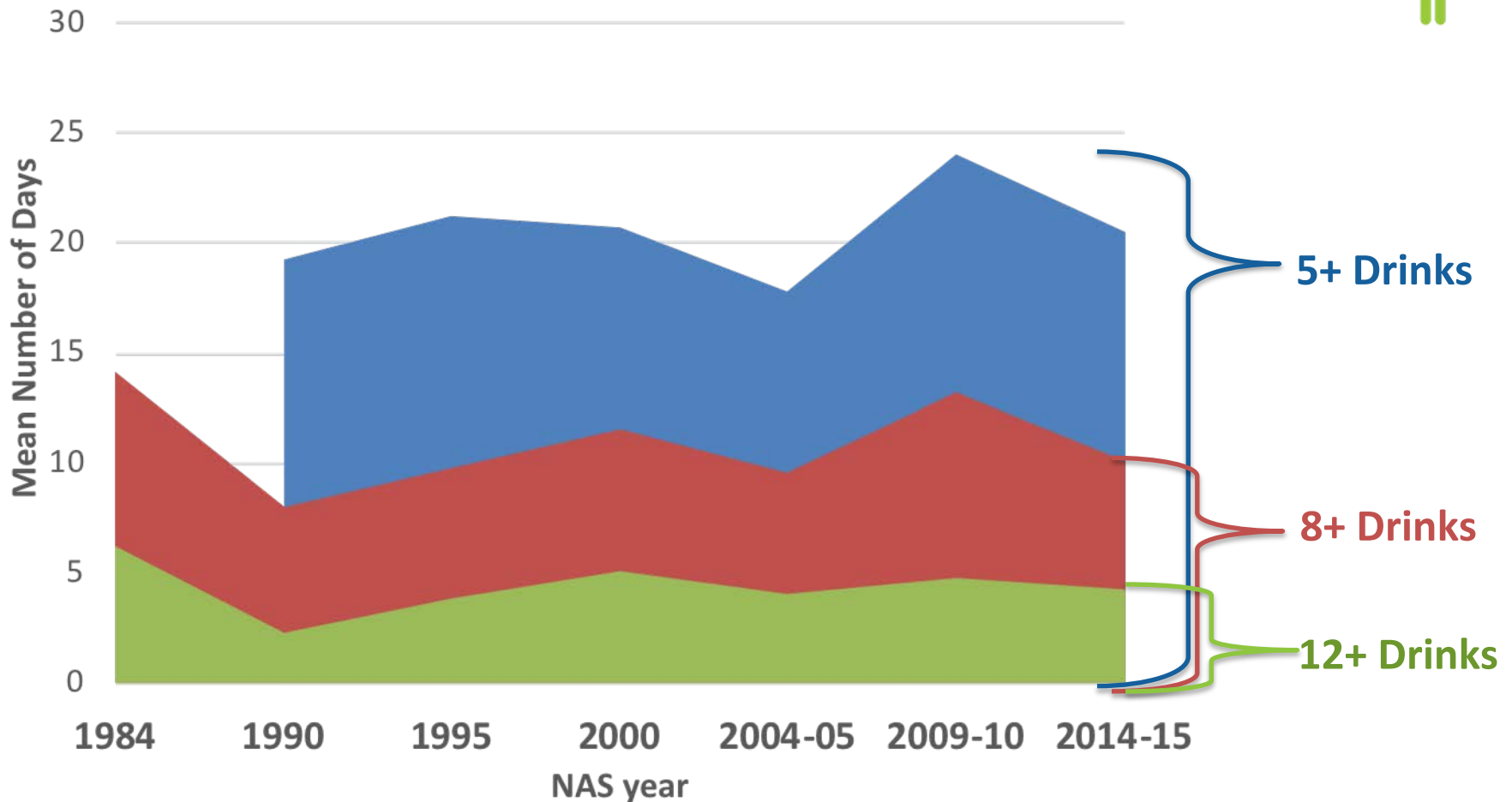
Total Sample:
Increase 18% from 2000 to 2010 but no change between 2010 and 2015.

Women:
Between 2010 and 2015, mean volume increased by 32%

Data Source: National Alcohol Survey, 1979-2015

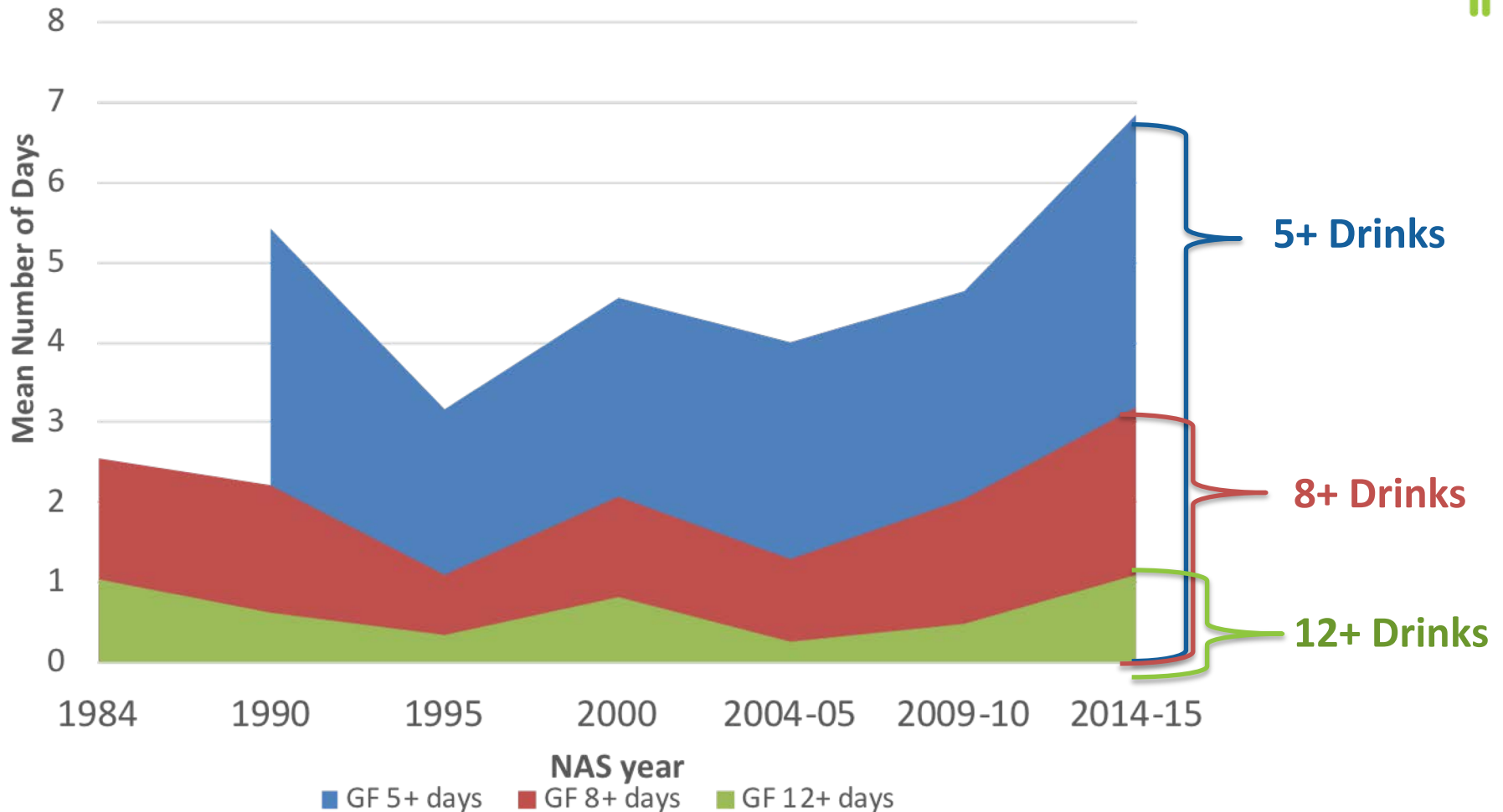
HEAVY DRINKING-MEN

Frequency of Heavy and High-Intensity Drinking for Men, 1984-2015



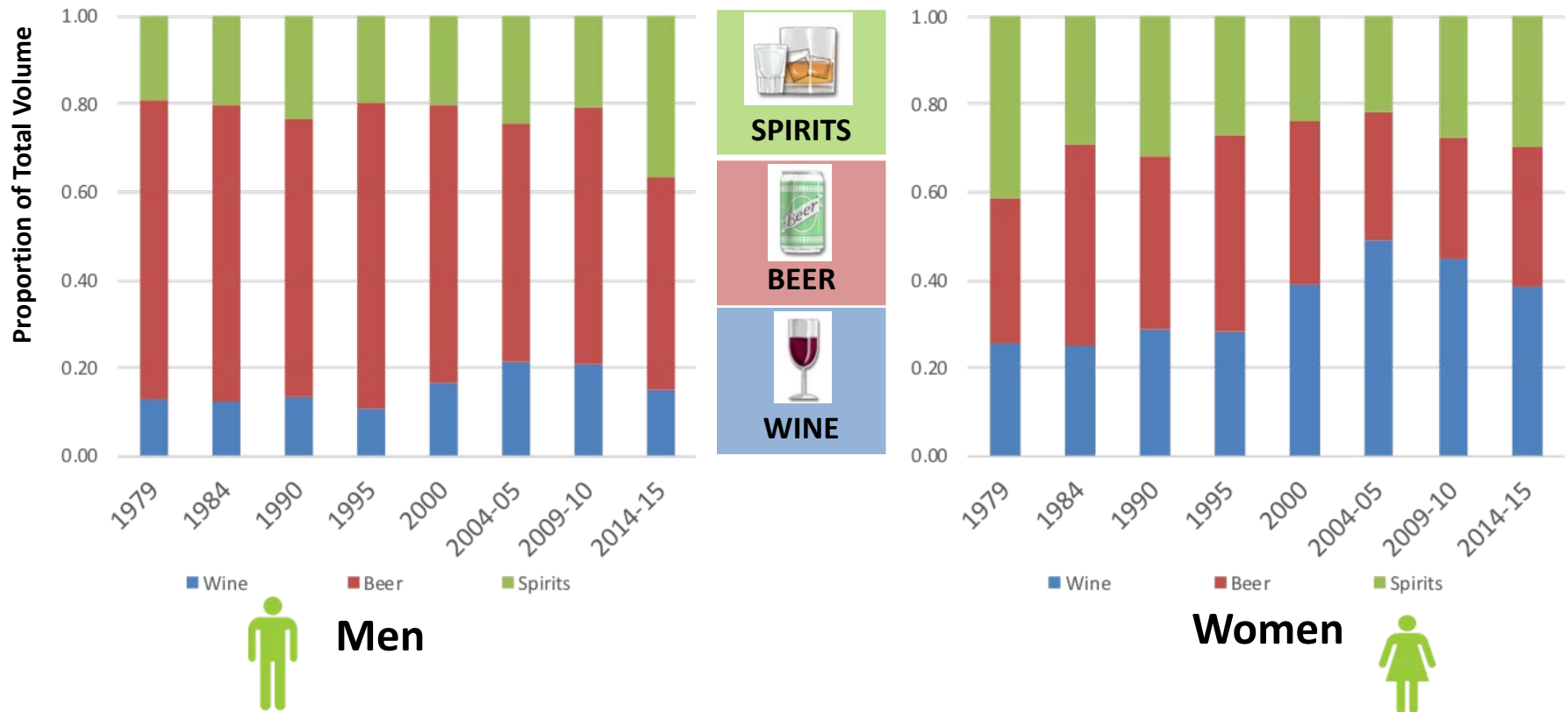
HEAVY DRINKING-WOMEN

Frequency of Heavy and High-Intensity Drinking for Women, 1984-2015



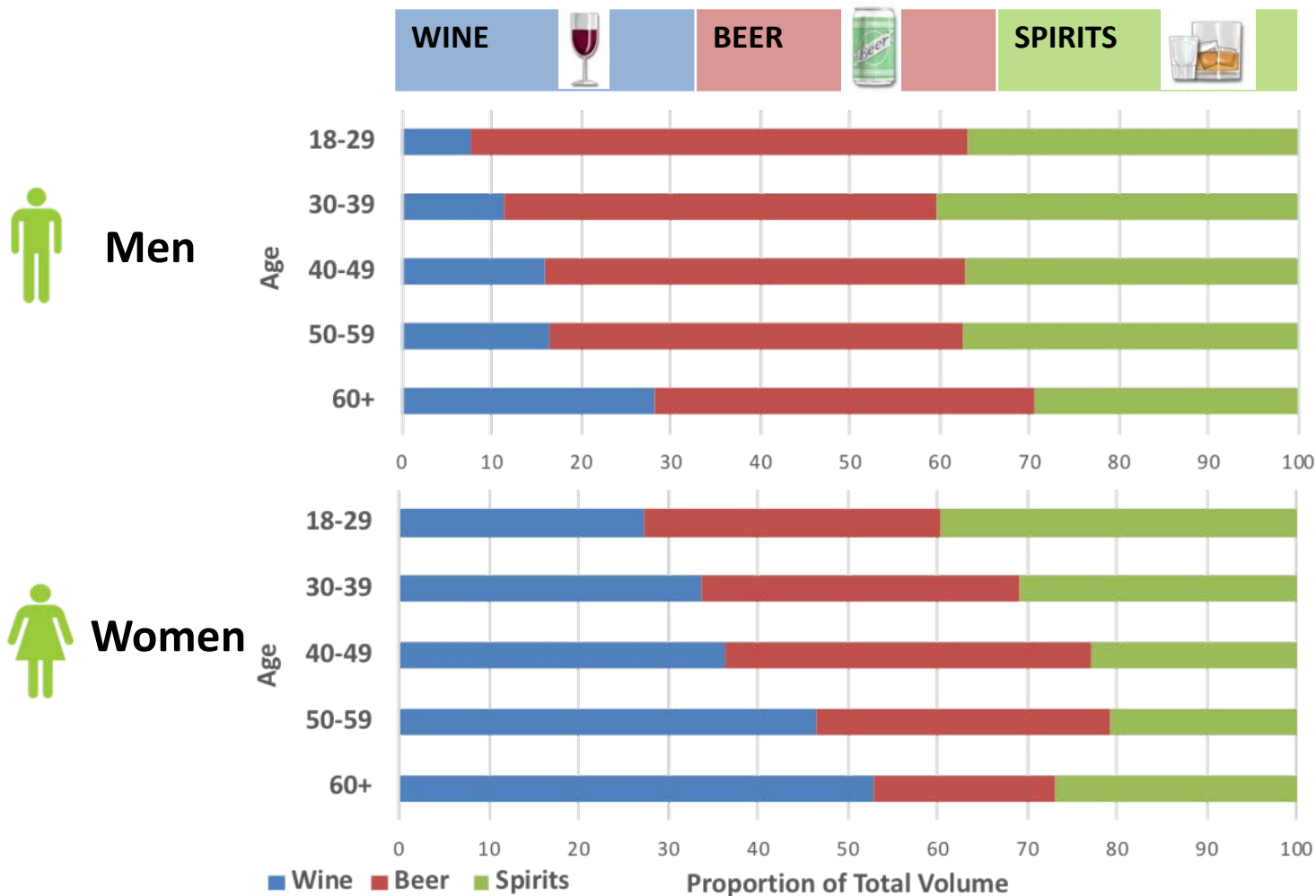
BEVERAGE CHOICE

Trends in Beverage-Specific Volume as a Proportion of Total Volume, 1979-2015



BEVERAGE CHOICE BY AGE 2015

2015 Age Pattern: Percent of total volume from beverage-specific QF



OTHER POPULATION SURVEY TRENDS

Average daily ethanol intake among drinkers (oz)		2001/2002	2012/2013	Change
NESARC	Ages 18-24	0.96	0.86	-11%
	Ages 25-44	0.60	0.82	+37%
	Ages 45-64	0.58	0.74	+28%

A new NESARC analysis also finds a 36% increase in Alcohol Use Disorder with greater increases for women and older groups.

- **NSDUH: 1990s-2013 Trends for ages 12-20.**
 - Following a rise in the late 1990's from about 37 drinks for males and 21 drinks for females, average volume among current drinkers **peaked around 2000 at 50 drinks per month for males and 29 drinks for females.**
 - **After 2001 declining drinking occurred through 2013, returning to the early 1990's levels.**

Source: NIAAA Surveillance Report #101

TRENDS IN HARMS

- Between 1999 and 2016 annual **deaths from liver cirrhosis increased by 65% and doubled for liver cancer** (Tapper and Parikh, 2018).
- Relatedly, from 2006 to 2016 the death rate from alcoholic liver disease increased by over 40% from 4.1 per 100,000 to 5.9 per 100,000 (CDC, 2017).
- An **increase of nearly 62% in alcohol-related emergency department (ED) visits** was also found between 2006 and 2014 from 3,080,214 to 4,976,136 visits per year, with the increase occurring predominantly among people aged 45 and older (White et al., 2018).
- The National Epidemiologic Survey of Alcohol and Related Conditions (NESARC) showed a **nearly 50% increase in the prevalence of past year alcohol use disorder (AUD)** from 2002 to 2013 among adults aged 18 and above (Grant et al., 2017).

MORE TRENDS IN HARMS

- Suicide mortality and attempts have increased substantially with an analysis of counties showing increase of more than 20% in most from 2005 to 2015.
- In California the most Northern and mountain counties have the highest mortality rates with most of California population in counties with less than average rates.
- Around 25% of suicides are alcohol involved and analyses through 2011 showed increasing alcohol involvement in the recession.

ALCOHOL AND POISONINGS

- While opioids are the main substance driving the dramatic increase in US poisoning deaths there also appears to be significant alcohol involvement in these deaths.
- Many poisonings involve multiple substances and alcohol and benzodiazepines are the most common. Research is needed to better understand the importance of multiple substance use in overdose risk.
- In California, along with AZ, NM and OK, methamphetamine is also a major problem and cause of poisoning mortality.

CALIFORNIA ALCOHOL POLICY

- From both a US and international perspective California has low taxes and prices and easy availability of alcohol.
- Tax rates per standard drink in 2016

	Spirits	Wine	Beer
California	\$0.039	\$0.008	\$0.019
US Average	\$0.062	\$0.044	\$0.030
Highest	\$0.384 WA	\$0.261 UT	\$0.121 TN

Table 4. Spirits 750 ml and 1.75 l container price and store index comparison of 2013-2014 prices in Washington and California

4 Brand Mean Index	750 ml			1.75 l		
	Washington	California	% Difference	Washington	California	% Differ
Bacardi Superior Rum	\$16.37	\$12.11	-26.0%	\$29.72	\$20.97	-29.4
Absolut Vodka	\$28.50	\$22.61	-20.7%	\$50.05	\$32.14	-35.8
Skyy Vodka	\$22.25	\$16.75	-24.7%	\$37.45	\$24.78	-33.8
Jack Daniels Whiskey	\$27.41	\$21.52	-21.5%	\$53.57	\$38.14	-28.8
Total	\$23.63	\$18.24*	-22.8%	\$42.70	\$29.01*	-32.1
Store Mean Index						
BevMo	\$21.49	\$16.06	-25.3%	\$37.75	\$27.78	-26.4
Safeway	\$22.52	\$16.61	-26.2%	\$44.64	\$29.42*	-34.3
Target	\$26.61	\$20.15	-24.3%	\$50.87	\$34.05*	-33.2
Trader Joes	\$23.90	\$20.15	-15.7%	-	-	-
Costco	-	-	-	\$37.54	\$24.78*	-34.0

NOTE: Test results indicate significant differences between prices. * $P < .05$

TAX INCREASES?

- **3% Sales tax** would raise prices by only 3% and raise about \$850 million per year.
- Strong evidence of effectiveness on problems from Maryland.
- Covers all beverages equally in a way but more money from on-premise and wine, where prices are higher.
- **10 cent per standard drink tax** would raise prices by 5-10% potentially and would raise about \$1.5 billion per year.
- Less impact for on-premise, stronger impact on lower priced brands.
- Shifts tax basis from beverage to alcohol.

MINIMUM UNIT PRICES (MUP)

- Now in Scotland! Strong evidence of effectiveness from Canadian provinces.
- In California the cheapest spirits and wines can currently be as low as \$0.25 per standard drink.
- A **MUP of \$0.50** could have an impact, but is much lower than the MUP's used currently. This would make 1.75 L bottle of vodka \$20.
- MUP of \$1 more similar to Canadian versions.
- MUP raises prices of other brands as well because producers maintain their brand “quality” differentiation by price.

SPIRITS SHOULD BE REGULATED DIFFERENTLY

- All US states and other developed countries have some type of stricter regulation of spirits including higher tax rate, fewer store types where sales allowed, government control of spirits only, labeling requirements, higher legal age for purchase.
- Spirits have different acute effects and are associated with riskier drinking patterns and greater overdose risk.
- Spirits drinks in the US have been found to be larger on average and more variable, with some very large and high %ABV drinks.
- Spirits have been associated with greater risk of some health outcomes including oral cancers, cirrhosis of the liver, diabetes, heart disease, stroke, homicide and suicide.



Thank you!

For more information, contact:

William C. Kerr, wkerr@arg.org

Alcohol Research Group

www.arg.org

facebook.com/alcoholresearchgroup

twitter.com/argphi

linkedin.com/company/alcohol-research-group



BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Big Alcohol

Controls Government and Regulation, For Now



Bruce Lee Livingston,
MPP
Executive Director /
CEO
Alcohol Justice

September 26, 2018



California **Alcohol Policy Alliance**



Who promotes all this drinking?

Big Alcohol

- Retail Sector – corner stores, bars, restaurants, on-sale and off-sale
- Distributor Tier – Beer Wholesalers, Wine and Spirit Distributors
- PRODUCERS – Brewers, Wine corporations, Distillers
- Trade Associations
- Advertisers



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE**
The Industry Watchdog

How do they control government?

Money and Power

- Campaign Donations
- Paid Lobbyists
- Initiatives at \$10 m +
- PACs
- Trade Associations
- Advertising promoting drinking and brands
- Access to Legislators



California **Alcohol Policy Alliance**



Let's make it personal

Who is Big Alcohol?

There are Associations, Corporations and Real People Behind Big Alcohol.

These are the individuals who financially benefit from alcohol consumption throughout the world.



09/29/11

California **Alcohol Policy Alliance**



Drybar Bill

We fought it



California **Alcohol Policy Alliance**



Drybar Bill

Who GAINED?

Alli Webb:

Smug co-owner
and founder of
Drybar



California Alcohol Policy Alliance



We Beat Powdered Alcohol

**Niche product Palcohol developer:
Mark Phillips**

“When I hike, kayak, backpack... I like to have a drink when I reach my destination.”



“Craft Brews” at Organic Farmers Markets – “Artisanal Spirits” at Wineries



**Assemblyman
Marc Levine
(Marin) & Cal.
Craft Brewers
Association &
Cal. Artisanal
Distillers Guild**



California **Alcohol Policy Alliance**



Craft Brews are Big Alcohol Too!

NUMBER OF BREWERIES

Historical U.S. Brewery Count

Slide the bar at the top of the graph to see number of breweries from 1873 to present day.



The Biggest “Craft Brewer” Fought & Won 2017 tax breaks
Jim Koch – Founder Boston Beer / Sam Adams



Senator Wiener Announcing Reintroduction of 4 a.m. Bar Bill. 11/28/2017



But Who is Behind It?

Mayor's of Nine Cities:

San Francisco, Los Angeles, West Hollywood, Oakland, Sacramento, Long Beach, Palm Springs, Coachella, Cathedral City.

Others:

Local 2 Unite Here

Uber, Lyft, taxi association

Hospitality Industry (hotels, convention centers)

San Francisco and LA night club owners



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE
The Industry Watchdog

REALLY MAYOR GARCETTI ?!

4 a.m. Bars for the Olympics?



Gov. Gavin Newsom Might Sign 4 a.m. PlumpJack Wines – restaurants, wineries, retail



California **Alcohol Policy Alliance**



PlumpJack Expansion

Most sold back to Gordon Getty

1992 – PlumpJack Wine & Spirits, Marina location

1995 – PlumpJack Squaw Valley Inn

1995 – PlumpJack Cafe, Squaw Valley

1995 – PlumpJack Balboa Cafe, San Francisco

1997 – PlumpJack Estate Winery

2001 – PlumpJack Wine & Spirits, Noe Valley location

2001 – MatrixFillmore

2002 – PlumpJackSport, Squaw Valley

2003 – The Carneros Inn*

2004 – The Boon Fly Café*

2006 – FARM at The Carneros Inn*

2007 – PlumpJackSport at The Carneros Inn*

2007 – The Orchard Residences*

2007 – CADE Estate Winery

2008 – Balboa Cafe Mill Valley

2012 – Odette Estate Winery

2015 – Forgery

2015 – VERSO

2015 – Winery on Howell Mountain (Name TBD)

2016 – Hideaway Carmel

2016 – Wildhawk Bar

2016 – Melvyn's Restaurant, Palm Springs

2016 – Ingleside Inn, Palm Springs



California Alcohol Policy Alliance

ALCOHOL JUSTICE
The Industry Watchdog

Gavin Newsom's Biggest Donors

Who knew? – Corporate money

Pritzker

Getty family

(Gordon Getty co-owner)

Fisher

Marcus

Swig

Wilsey and Trainer

Susie Tomkins Buell

Gugenheim



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE**
The Industry Watchdog

Lets get to Big Alcohol's Front Groups



National Beer
Wholesalers
Association

Alcohol Policy Alliance



Front groups for Big Alcohol



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Sponsors of the International Alliance for
Responsible Drinking



California **Alcohol Policy Alliance**



Big Alcohol

Diageo: Spirits & Wine

DIAGEO

- ❑ HQ: England
- ❑ Top spirits producer
- ❑ Connected to tobacco / wine/ beer
- ❑ Smirnoff, Hennessy, Moët & Chandon, Guinness...n
- ❑ BROADLY OWNED by shareholders



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE
The Industry Watchdog

Big Alcohol

Ivan Menezes CEO



California **Alcohol Policy Alliance**

Big Alcohol: Millers in US now part of Molson Coors



California **Alcohol Policy Alliance**



MOLSON COORS

A troubled history

- Anti-union history
- Mexican American discrimination
- Homophobic activities
- Supports Heritage Foundation, American Enterprise Institute
- Family funded John Birch Society



California **Alcohol Policy Alliance**

Molson Coors CEO Mark R. Hunter



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE.
The Industry Watchdog

Anheuser-Busch InBev

The Biggest of BIG ALCOHOL



California Alcohol Policy Alliance



Anheuser-Busch InBev CEO Carlos Alves de Brito



California **Alcohol Policy Alliance**



Anheuser-Busch InBev

Carlos Brito talks merger in Senate

The Senate's concerns were only how the merger would affect craft brewing and ABI's vow to take over distribution.

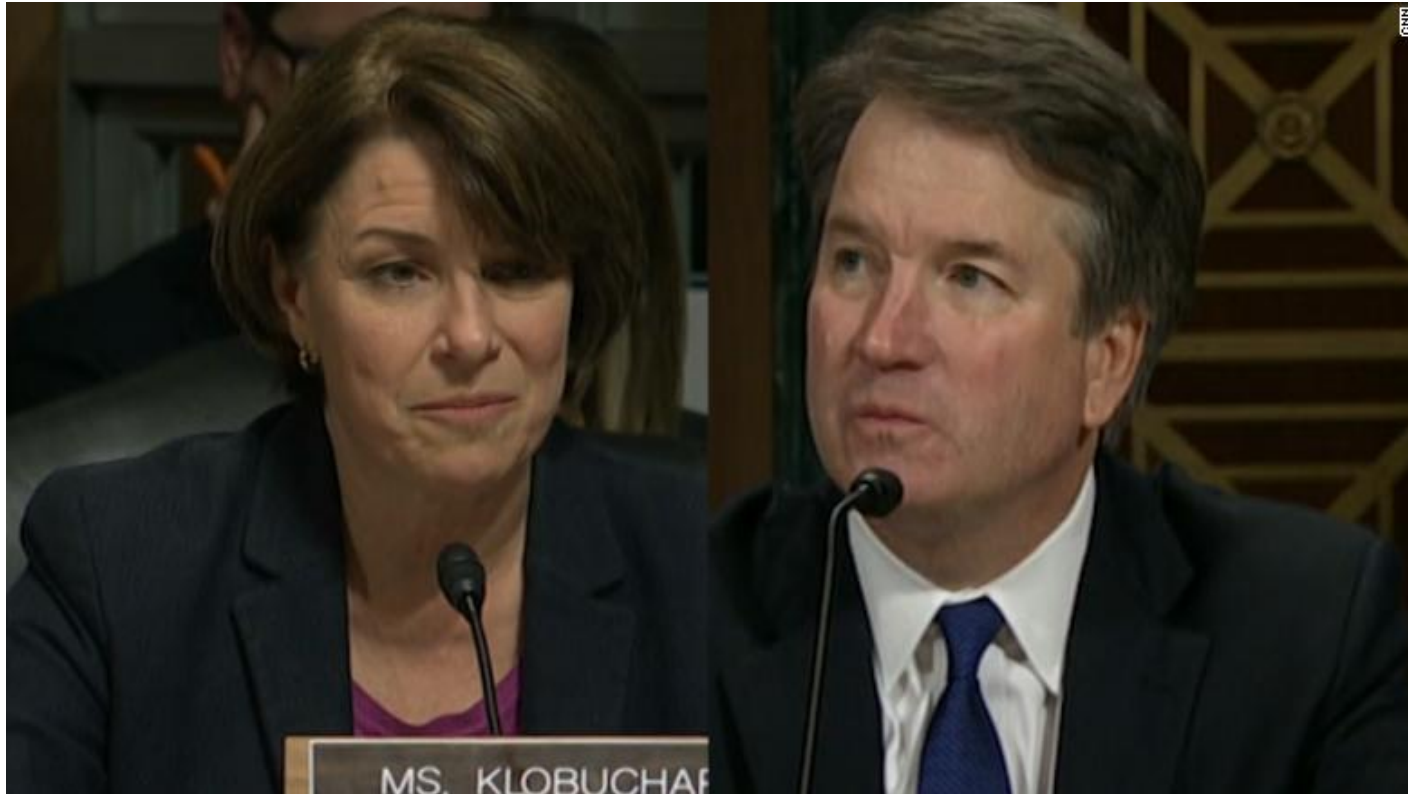


Alliance

**ALCOHOL
JUSTICE**
The Industry Watchdog

Anheuser-Busch InBev

More beer talk in the Senate



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog

Anheuser-Busch InBev – 3G Capital Group 20%

**Carlos Alberto Sicurpira, Jorge
Paulo Lemann, Marcel Telles**



Anheuser-Busch InBev – over 25%

*The Richest “Noble” families of Belgium:
Alexandre Van Damme, De Mévius and
Gregoire de Spoelberch*



No photo
available



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE**
The Industry Watchdog

Anheuser-Busch InBev goes Pink



California **Alcohol Policy Alliance**



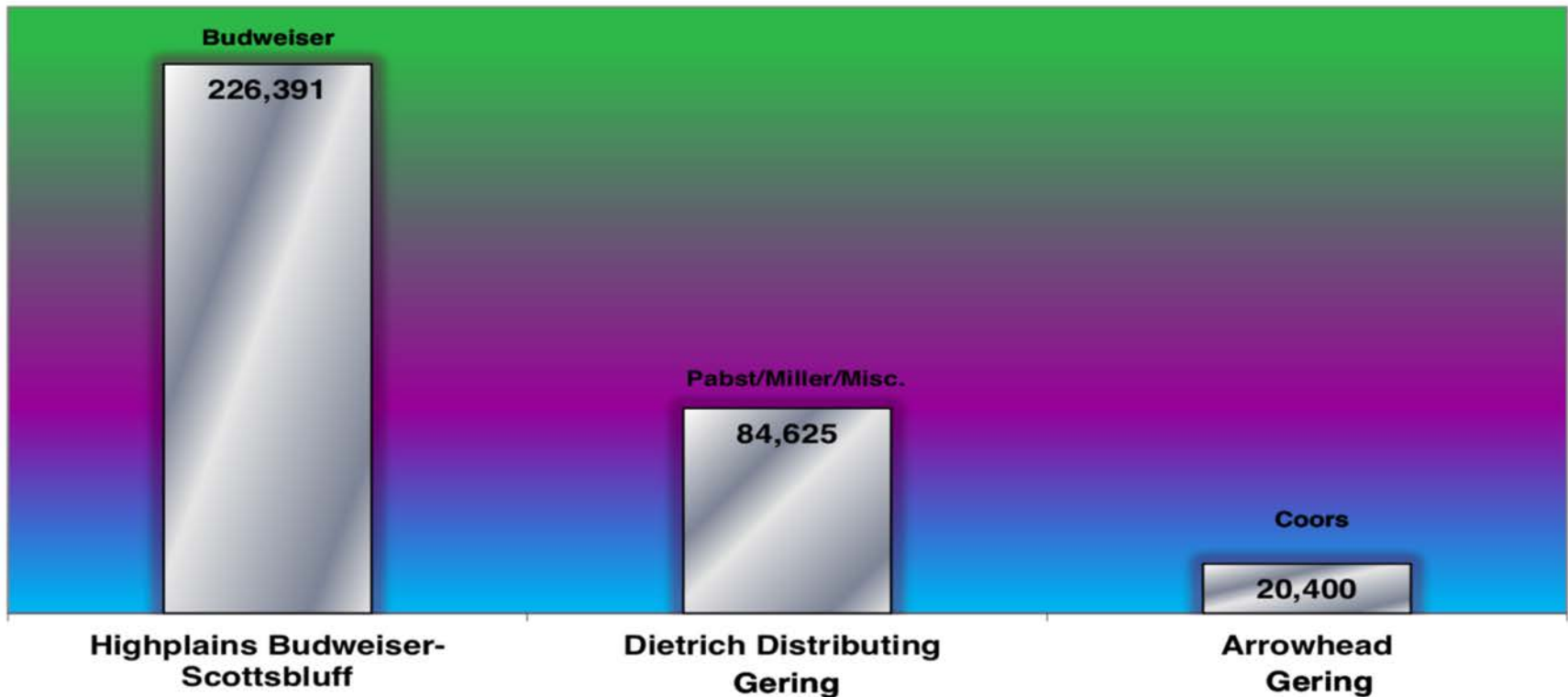
Anheuser-Busch InBev Worst Offender in Whiteclay



California AI

Anheuser-Busch InBev Worst Offender in Whiteclay

Wholesale Ranking by Gallons to Retailer - 2015
Whiteclay





**ABI's
Distributor
*Jeffrey
Scheinost***

**Worst Offender
in Nebraska**



California Alcohol Policy Alliance



Anheuser-Busch InBev

Quick stats 2017

500 brands

5% revenue growth (led by Corona)

\$56 Billion revenue worldwide

20% of beer market worldwide

46% beer market share US

\$1.5 Billion advertising in the US

\$370 Million advertising for Budweiser alone

55% of Super Bowl audience drinks beer watching



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE**
The Industry Watchdog

Big Alcohol's Tactics

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations such as youth
- **Lobby** to undermine effective public policy
- **Misdirect** with voluntary, self-regulation charade
- **Public relations** that blames parents, drinkers
- **Fund** alternative science, “responsibility” programs



California **Alcohol Policy Alliance**



Big Alcohol Measured Media Spending US

\$2.067 billion

2014 US Advertising (in millions)	Spirits	Wine	Beer
Print/Outdoor	209	54	149
TV/Cable	302	30	976
Radio	11	3	32
Internet	27	2	37
Hispanic	<u>15</u>	<u>.3</u>	<u>224</u>
Overall Spending	563	88	1,417



California Alcohol Policy Alliance



Threat: Youth exposed to celebrity sponsors

Budweiser
MADE IN AMERICA

SATURDAY 9/1	
ROCKY STAGE	LIBERTY STAGE
JAY Z 7:30 - 11:00PM	SKRILLEX 8:30 - 9:30PM
MIKE SNOW 7:45 - 8:30PM	DIRTY PROJECTORS 7:00 - 7:45PM
PASSION PIT 4:15 - 7:00PM	JANELLE MONAE 4:15 - 5:00PM
D'ANGELO 5:00 - 5:45PM	PRINCE ROYCE 2:45 - 3:30PM
MAYBACH MUSIC GROUP 3:30 - 4:15PM	
GARY CLARK JR. 2:00 - 2:45PM	
FREEDOM TENT	
CALVIN HARRIS 7:00 - 8:30PM	
FUNKAGENDA 5:40 - 6:40PM	
MICHAEL WOODS 4:30 - 5:20PM	
OTTO KNOWS 3:30 - 4:00PM	
SAVOY 2:40 - 3:10PM	
SUNDAY 9/2	
ROCKY STAGE	LIBERTY STAGE
PEARL JAM 7:00 - 11:00PM	X 8:15 - 9:00PM
DRAKE 7:15 - 8:15PM	ODD FUTURE 6:30 - 7:15PM
RUN DMC 5:45 - 6:30PM	RITA ORA 3:30 - 4:15PM
JILL SCOTT 4:15 - 5:00PM	THE HIVES 2:00 - 2:45PM
SANTIGOLD 2:45 - 3:30PM	
FREEDOM TENT	
AFROJACK 7:40 - 9:00PM	
ALESSO 6:30 - 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
PLEASE VISIT MADEINAMERICAFEST.COM FOR UPDATES



PHILADELPHIA
SEPTEMBER 1, 2
BENJAMIN FRANKLIN PARKWAY

Budweiser

LIVE UNITED
United Way

SINGLE & 2-DAY PASSES AVAILABLE
FOR TICKETS AND INFO VISIT
BUDWEISERMADEINAMERICA.COM

ENJOY RESPONSIBLY BROUGHT TOGETHER IN SUPPORT OF UNITED WAY ©2012 Anheuser-Busch, Inc. All Rights Reserved.



California Alcohol Policy Alliance

ALCOHOL JUSTICE
The Industry Watchdog

Threat: Branded Swag Videos, t-shirts, downloads, prizes All on SOCIAL MEDIA...



California **Alcohol Policy Alliance**



Threat: Racial & Ethnic Targeting



California **Alcohol Policy Alliance**



#MYTHBUSTING

They say alcohol
is healthy

False



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
- 10,500 deaths in California
- 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.



California Alcohol Policy Alliance



We don't believe BIG ALCOHOL



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog

We don't believe BIG ALCOHOL



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE
The Industry Watchdog

For more information: CAPA and Alcohol Justice

Bruce Lee Livingston, MPP

Executive Director / CE)

415-515-1856 cell

BruceL@AlcoholJustice.org

alcoholjustice.org

AlcoholPolicyAlliance.org



California Alcohol Policy Alliance



BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Empowered by CAPA

The larger we are, the more **POWER** we have.



California **Alcohol Policy Alliance**





California **Alcohol Policy Alliance**



BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Empowered by CAPA

The larger we are, the more **POWER** we have.



California **Alcohol Policy Alliance**

**ALCOHOL
JUSTICE**
The Industry Watchdog

Agenda

- 10 a.m. **Welcome and celebration**
Richard Zaldivar, CAPA Co-Chair, The Wall Las Memorias Project
Veronica De Lara, Pueblo y Salud
Jacob Appelsmith, Director, Dept of Alcoholic Beverage Control
- US Trends in Alcohol Use**
Problems and Alcohol Policy in California
Dr. William Kerr, Alcohol Research Group
- Getting to Know Big Al**
Bruce Livingston, Alcohol Justice
- 11.45 a.m. **Workshops** *(see reverse)*
- 12.45 p.m. **Lunch and optional brown bag talks** *(see reverse)*
- 1.45 p.m. **Workshops** *(see reverse)*
- 3 p.m. **Alcohol Prevention Hero Awards**
Council Member Paul Koretz, City of Los Angeles
Stephanie Mencimer, Mother Jones
- The power of CAPA**
Sara Cooley Broschart, Alcohol Justice
- 4 p.m. **Networking reception**
Please join us in the library for live music and sophisticated snacks.



California **Alcohol Policy**
Alliance

Workshop A: 11.45a-12.45p

Lunch: 1p-1.40p

Workshop B: 1.45-2.45p

TAHOE

**From Talk to Action:
How to Tell the Story so People Do Something**
A working discussion of what alcohol-related harm is and why it matters. Participants will brainstorming, talk tools and craft their own personalized take away products: elevator speech, list of the issues important to you, ways to speak about the issues, and possible actions to be taken.

The Bottle and the Damage Done: How We Got Here and Where We Go Next
Award-winning journalist Stephanie Mencimer tells the story of how we became a nation that cannot bear to recognize the damage the alcohol does. William Kerr of the Alcohol Research Groups describes the current frontiers in measuring and describing alcohol harm.

**From Talk to Action:
How to Tell the Story so People Do Something**
A working discussion of what alcohol-related harm is and why it matters. Participants will brainstorming, talk tools and craft their own personalized take away products: elevator speech, list of the issues important to you, ways to speak about the issues, and possible actions to be taken.

SIERRA

The future of RBS in California
Have ideas about what makes a great Reasonable Beverage Service training? ABC will lead a stakeholder meeting to find out the best practices that we think best protect our communities across the state.

CAPA 101
New to CAPA? Please join us for this new member orientation during lunch. You'll find out more specifics about where you can step in and get involved. We'll have prizes too!

Media Training: Better Together / Branding Together
In this fun, hands-on workshop, participants will be challenged to work in small groups to refine their understanding of what CAPA is and what CAPA does. Each group will craft a one-minute elevator pitch, and chose a spokesperson who will be videotaped delivering that message and we will then analyze their effectiveness.
Limited to 25

BIG SUR

Every CAPA Member Can Lobby; Here is How
Every non-profit organization and every employee has a right to lobby. We'll go over: taking positions on bills, planning meetings and factual testimony versus actual lobbying, grassroots versus direct lobbying; using Quickbooks to track expenses and time, using CAPA as your shield.



4 AM Bar Bill: The Fight is (Still) On!
We did it and killed the 4 am Bar Bill again in 2018 but Senator Wiener says he won't quit. In this session, we'll make our battle plans for next year at the state level and discuss local actions. Come be a part of setting our strategy!

REDWOOD

**The Art of the Sacramento Deal:
How CA State Legislation Works**
The State legislation process can be complex and confusing. To make it worse, lobbying, deceptive procedures and practices are employed to pass bills at all cost. This workshop discusses the challenges CAPA members can face as they advocate for legislation.

Alcohol Impact Online Research Skillshare
Effective prevention requires good data on the alcohol environment. In this workshop, participants will go over the California Department of Alcoholic Beverage Control website, as well as share their favorite sources for statistics, trends, and best practices. Since alcohol prevention is a community effort, please bring your questions AND your answers.

Agenda

- 10 a.m. **Welcome and celebration**
Richard Zaldivar, CAPA Co-Chair, The Wall Las Memorias Project
Veronica De Lara, Pueblo y Salud
Jacob Appelsmith, Director, Dept of Alcoholic Beverage Control
- US Trends in Alcohol Use**
Problems and Alcohol Policy in California
Dr. William Kerr, Alcohol Research Group
- Getting to Know Big Al**
Bruce Livingston, Alcohol Justice
- 11.45 a.m. **Workshops** *(see reverse)*
- 12.45 p.m. **Lunch and optional brown bag talks** *(see reverse)*
- 1.45 p.m. **Workshops** *(see reverse)*
- 3 p.m. **Alcohol Prevention Hero Awards**
Council Member Paul Koretz, City of Los Angeles
Stephanie Mencimer, Mother Jones
- The power of CAPA**
Sara Cooley Broschart, Alcohol Justice
- 4 p.m. **Networking reception**
Please join us in the library for live music and sophisticated snacks.



California **Alcohol Policy**
Alliance

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Special Honors

Alcohol Prevention Heroes



California **Alcohol Policy Alliance**



C
A
P
A

A
DAPA
Los Angeles Drug & Alcohol Policy Alliance

STOP
Wiener's

4 a.m.
Bar Bill

KILL the
BAR BILL!

STOP
Wiener's

4 a.m.
Bar Bill

Special Honors

Alcohol Prevention Heroes



California **Alcohol Policy Alliance**

Mother Jones



Image: Edmon De Haro



California **Alcohol Policy Alliance**

ALCOHOL JUSTICE
The Industry Watchdog

Special Honors

Alcohol Prevention Heroes



California **Alcohol Policy Alliance**

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

CAPA Platform

- **“Charge for Harm”** – Higher taxes; higher prices
- **Limit alcohol advertising** in all media, especially on government-controlled property
- **Make ABC effective**, efficient, transparent, and accountable to public health and safety
- **Eliminate products oriented to underage youth and vulnerable populations** like powdered alcohol, alcopops, and malt liquor
- **“Point .05 Saves Lives”**
- **Improve labelling and out-of-home advertising** of all alcohol products to ensure
 - a) no marketing to youth,
 - b) no indications of unsubstantiated health claims,
 - c) display of alcohol content by volume and percentage and
 - d) display of harms.



**California Alcohol Policy
Alliance**

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Empowered by CAPA

The larger we are, the more **POWER** we have.



California **Alcohol Policy**
Alliance





**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog



NATIONAL GEOGRAPHIC
Photograph by Brandon Cole

BRIDE'S WHALES, OCTOBER 2001
© COPYRIGHT NATIONAL GEOGRAPHIC SOCIETY. ALL RIGHTS RESERVED.



California **Alcohol Policy Alliance**





California **Alcohol Policy Alliance**

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

MANY, MANY, MANY, MANY, MANY,

THANKS

The word 'THANKS' is written in large, bold, yellow, sans-serif capital letters. The letter 'A' is uniquely designed with a simple black smiley face (two dots for eyes and a curved line for a mouth) drawn on it, giving it a happy, personified appearance.

Your membership matters

The larger we are, the more **POWER** we have.

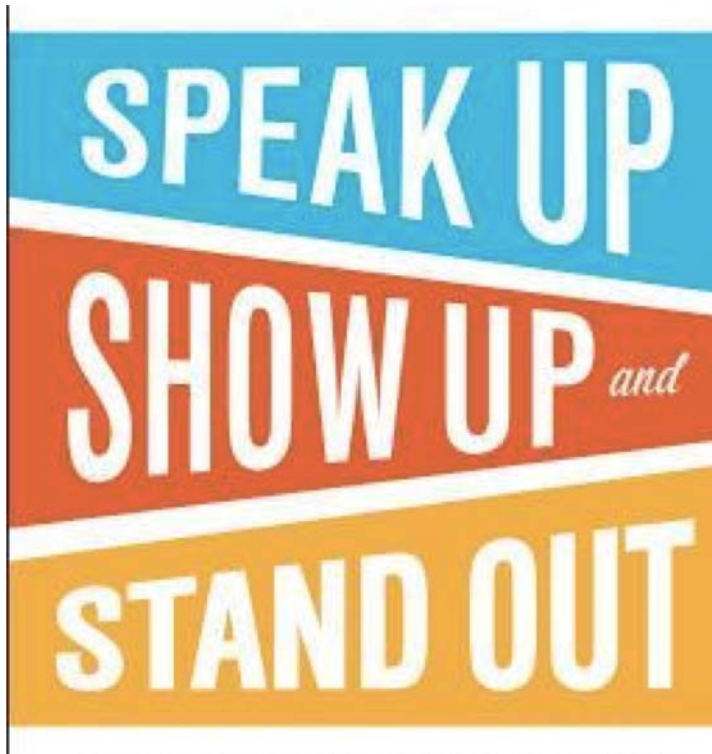


California **Alcohol Policy**
Alliance

ALCOHOL
JUSTICE.
The Industry Watchdog

Your participation matters

The louder we are, the more **POWER** we have.



**LETTERS
CALLS
VISITS
OP-EDS+
ACTION ALERTS
We need you.
We mean it.**



**California Alcohol Policy
Alliance**



What can YOU do

Every organization
join CAPA

Recruit
another organization
to stand with us

Participate in our
**Action
Committee**
11/19 at 2p

Come to our
**4th Annual
SUMMIT**
10/24/19



**California Alcohol Policy
Alliance**



Join CAPA at AlcoholPolicyAlliance.org



California **Alcohol Policy Alliance**



BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

We're all a piece of CAPA



**California Alcohol Policy
Alliance**

**ALCOHOL
JUSTICE.**
The Industry Watchdog



What do you want to see for our communities through our work with CAPA?



California Alcohol Policy Alliance





California Alcohol Policy Alliance

One minute right now

Leave in the center of your table please. Thanks!



California Alcohol Policy Alliance

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles

Merçi

Gracias

Thanks

BETTER TOGETHER

OCT



11



3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE

SUMMIT

Center for Healthy Communities, Los Angeles