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ALCOPOPS: Sweet, Cheap, and Dangerous to Youth

Alcohol Justice report urges crackdown on flavored malt beverage market

SAN RAFAEL, CALIFORNIA (December 15, 2015) – [Alcohol Justice](#) and the San Rafael Alcohol & Drug Coalition have published a new report titled: [“ALCOPOPS: Sweet, Cheap, and Dangerous to Youth.”](#)

The report traces the transformation of alcopops from their introduction in the 1990s as sweet, bubbly products, to today’s dangerous, “bing-in-a-can,” 23-25-ounce, supersized alcopops with 12-14% alcohol content.

The report describes how the alcohol industry makes alcopops (AKA flavored malt beverages or FMBs) seductively attractive to youth, resulting in harmful consumption. It also suggests how communities can respond effectively to reduce the danger and the harm the products cause.

“Our new report is an urgent call to action to limit the size and alcohol content of alcopops,” stated Bruce Lee Livingston, Executive Director / CEO, Alcohol Justice. *“Alcopops, simply put, promote binge drinking, injury, and death for America’s youth.”*

Report Findings:

- Alcopops are popular among youth due to their sweet taste, extensive variety of flavors, low price, high alcohol content, and widespread availability.
- Compared to other types of alcohol, alcopops cause disproportionate harm to youth.

Report Recommendations:

- The most effective evidence-based methods of reducing alcopop-related harm among youth are to increase prices, decrease availability, and limit advertising.
- State or local laws to regulate size and alcohol content and off-sale package sizes, bans on single-serve containers, city resolutions, and [Alcopop-Free Zones®](#) are promising policies to decrease harm from alcopops.

Alcohol Justice and the San Rafael Alcohol & Drug Coalition invite policymakers, community organizations, parents, educators, elected officials, and anyone with an interest in the health and safety of youth to consider actions and policies to limit alcopops availability. For more information, please contact Jorge Castillo, Advocacy Director, Alcohol Justice: jorgec@alcoholjustice.org

Download an electronic copy of [“ALCOPOPS: Sweet, Cheap, and Dangerous to Youth.”](#)

Watch the new report [video](#). Download the new [Alcopop Factsheet](#).

ALCOPOPS

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A Report from Alcohol Justice and the San Rafael Alcohol & Drug Coalition | December 2015

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