

It must be the *beer* talking...



When it comes to underage drinking and the beer tax, the beer industry sounds as if it's had one too many.

Big Beer's Foamy Claims	VS	The Sobering Truth
<p>"No other industry has demonstrated this kind of commitment [to fight underage drinking] and produced real results." — NBWA/Brewers 2004 Joint Legislative Conference announcement</p>	RESPONSIBILITY	<p>Underage youth were 93 times more likely per capita to see an alcohol product ad than an industry message about underage drinking [CAMY].¹ High rates of underage drinking have remained unchanged for more than a decade [MTF].²</p>
<p>"Raising taxes on beer will not prevent underage drinking." — David K. Rehr, President, National Beer Wholesalers Association (Washington Times, 9/26/03)</p>	BEER TAX	<p>Higher beer taxes significantly reduced both the frequency of youth drinking and the probability of heavy drinking [NIAAA].³</p>
<p>"The advertising and marketing practices of the beer industry solely and unequivocally focus on consumers of legal drinking age." — National Beer Wholesalers Assoc., www.nbwa.org/public/faq.aspx</p>	MARKETING TO YOUTH	<p>The widespread exposure of youth to alcohol marketing, and the attractiveness of alcohol-related messages to them are well-documented [NAS].⁴</p>
<p>"No company benefits when its products are misused." — Francine Katz, VP of Consumer Affairs, Anheuser-Busch (Las Vegas Review-Journal, 9/99)</p>	UNDERAGE DRINKING	<p>Underage drinkers consumed between 10 and 20 percent of all alcohol consumed in 2000, representing about \$11 billion to \$22 billion [dollars]....The alcohol most favored by underage drinkers is beer [NAS].⁵</p>

Don't swallow big beer's foam on underage drinking and the beer tax.

Get the facts at www.madd.org and www.cspinet.org



This public health message brought to you by Mothers Against Drunk Driving and the Center for Science in the Public Interest.

¹Center on Alcohol Marketing and Youth (CAMY). (2003). Drops in the Bucket: Alcohol Industry "Responsibility" Advertising on Television in 2001. ²Monitoring the Future 2002. ³Chaloupka, Grossman and Saffer, "The Effects of Price on Alcohol Consumption and Related Problems," Journal of the National Institute on Alcohol Abuse and Alcoholism, Vol 26 (1):22-34, 2002. ⁴"Reducing Underage Drinking: A Collective Responsibility," National Research Council, Institute of Medicine (September, 2003), p.132. ⁵Ibid., p.131, p.56.