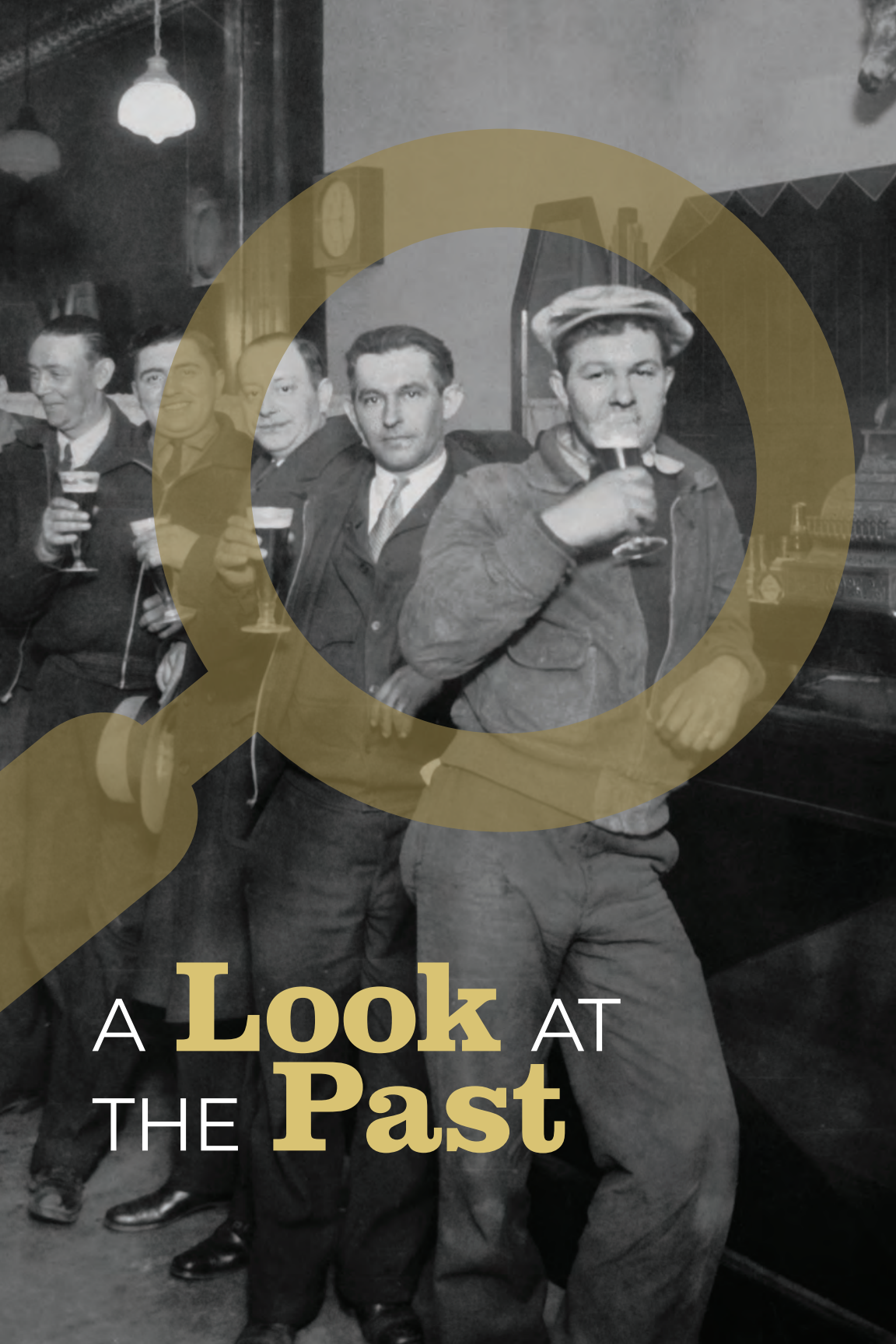




TODAY'S **ALCOHOL**  
DEMANDS A  
**CLOSER LOOK**



A **Look** AT  
THE **Past**

**With** repeal of national Prohibition and passage of the 21st Amendment in 1933, the regulation of alcohol beverages reverted to the individual states. Subsequently, states applied very different regulatory policies for the sale, distribution and marketing of alcohol beverages based on their category (beer, wine or spirits).

For generations, beer, wine and spirits were distinct, recognizably different products.

The relatively uniform production, taste and alcohol concentration within each of these disparate product categories allowed for easy definition and recognition.

In addition, the packaging of these products left little doubt as to what they were and how much alcohol they contained. However, the labeling of these products did not (and in many cases, still does not) provide consumers with adequate information to help them determine the expected impact of consumption.





# A Look AT Today



More and more new alcohol beverage offerings blur the lines between traditional beverage categories. Taste profiles have changed dramatically, with new flavors hitting the market daily — many targeted at “new”



consumers. The parameters of traditional alcohol content have expanded as well. Package shapes and sizes have evolved into boxes, cans and pouches, and alcohol content varies widely within each category.

**Many** new spirit and wine products, including ready-to-drinks, **vary in alcohol content** and have a much **sweeter taste profile** appealing to a broader audience of consumers, including **“new” drinkers**. Further, many are combining juices and sodas with liquors, which have high alcohol by volume.



*sweet, sweet intoxication*  
35% alcohol | 750 ml



*fruity & floored*  
*brandied vodka*



# Various<sup>new</sup>

beer and malt products have added new flavors and **increased** their **alcohol content** and **container sizes** — yet maintain their market and **promotion advantages**.









# Additionally,

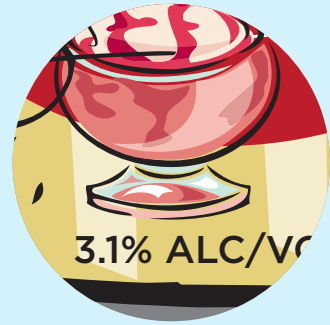
several of these products try to **mimic traditional spirits** drinks, for example, by adding “**rita**” to the end of the product name for convenience, noting that consumers were already **adding beer to spirituous drinks** or liquor to popular, non-alcoholic beverages.



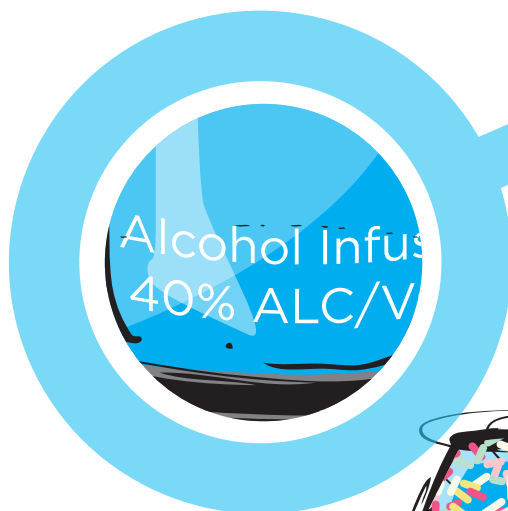




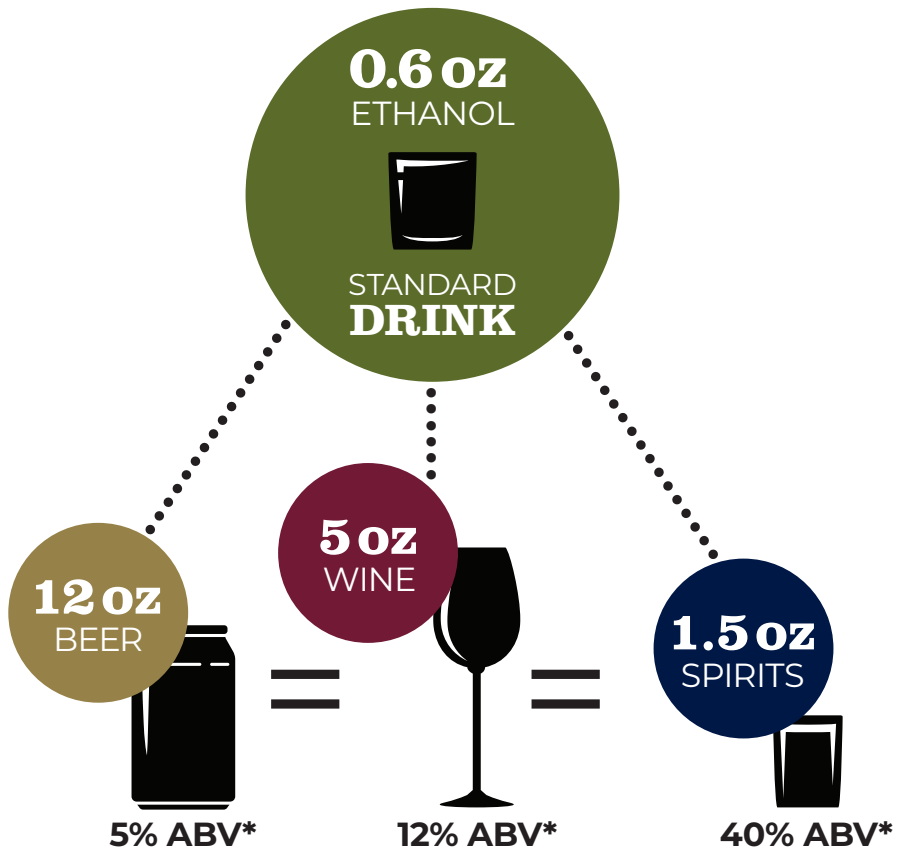
**In** addition, some suppliers have shifted to **new ingredients** such as **stimulants** and **medicinal herbs**, or to **new product genres** in an effort to further **attract** “new” consumers.



**The** marketplace now has **alcoholic powders**, where adding any choice of liquid dissolves the flavored product. **Alcohol infused foods** are growing, too, as **ice cream, ice pops and candy** move into the mainstream.



# A Look AT THE Facts



\*ABV stands for Alcohol by Volume, which is a standard measure of how much alcohol (ethanol) is contained in an alcoholic beverage.

## What is a standard drink?

We will use the definition for dietary guidelines suggested by the USDA: 0.6 ounces of alcohol (ethanol) constitutes a standard drink.

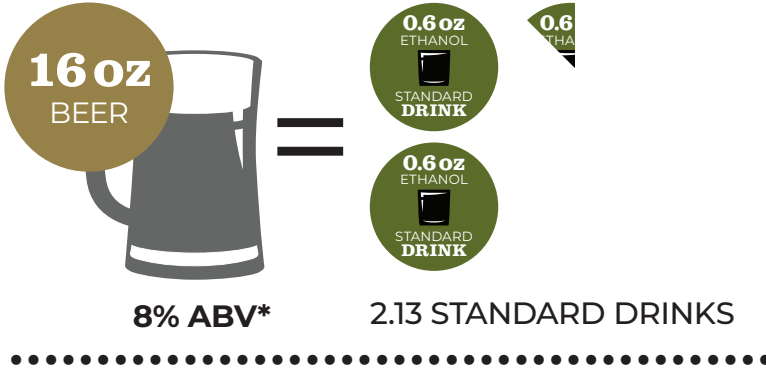
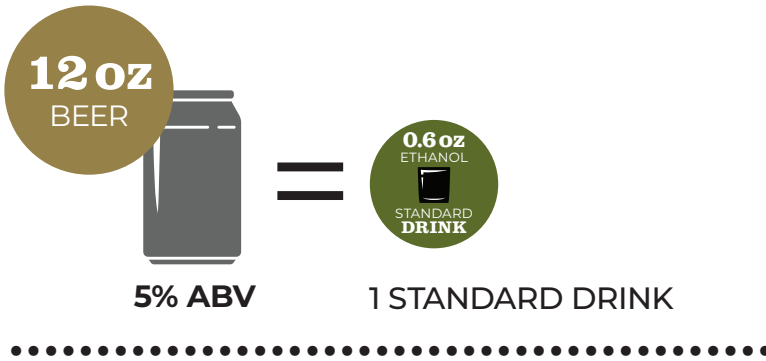
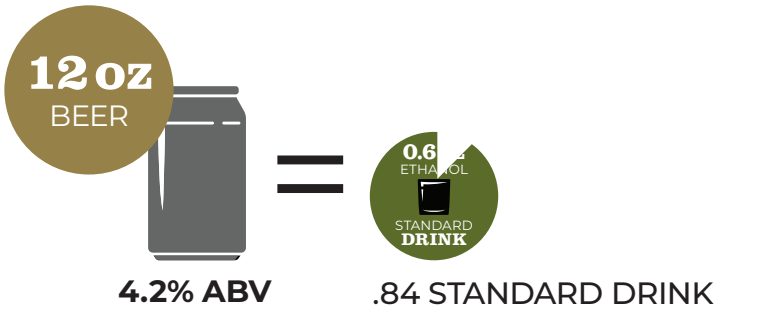
Because of new products, container sizes, serving practices and variations in alcohol concentrations, this **no longer tells the whole story.**





# WHAT'S IN Today's Drinks?





**1.5 oz**SHOT OF  
SPIRITS**0.6 oz**  
ETHANOLSTANDARD  
DRINK**40% ABV**

1 STANDARD DRINK

**3 oz**CORDIAL  
OR  
LIQUEUR**0.6 oz**  
ETHANOLSTANDARD  
DRINK**20% ABV**

1 STANDARD DRINK

**12 oz**READY-TO-  
DRINK  
COCKTAIL**0.6 oz**  
ETHANOLSTANDARD  
DRINK**0.6**  
ETHANOLSTANDARD  
DRINK**7% ABV**

1.4 STANDARD DRINKS

**4.5 oz**STRONG  
COCKTAIL**0.6 oz**  
ETHANOLSTANDARD  
DRINK**0.6 oz**  
ETHANOLSTANDARD  
DRINK**0.6 oz**  
ETHANOLSTANDARD  
DRINK**40% ABV**

3 STANDARD DRINKS



A **Look** INTO  
THE **Future.**



# What to do?

Moderation is a universal guideline. But it's more difficult than ever to determine how much alcohol one is consuming per serving ... making the vague notion of "moderation" even more elusive.

A key to regulating this unique substance effectively is **AWARENESS** — awareness that not all alcohol products are created equal.

Understanding today's products and clarifying guidelines of responsible consumption will require a thoughtful, multifaceted approach to effective regulation and education.

# A Look AT WHAT'S Next

New package sizes, new ingredients (such as stimulants and medicinal herbs) and significant variations in ABV within product categories (and even product lines) suggest it's time to:

- Reevaluate the regulation that governs the marketing, distribution and retail sale of alcohol beverage products.
- Be aware of the products entering the marketplace and understand how legislation and regulatory change may impact consumption.
- Improve alcohol beverage labeling to provide information that can be clearly understood by retailers, consumers and parents.
- Monitor and research the impact these products have on individual and community health and safety.

# Resources

## Labeling and Advertising information from the Tax and Trade Bureau of the US Department of Treasury

The Federal Alcohol Administration (FAA) Act sets forth standards for regulating the labeling and advertising of wine (containing at least 7 percent alcohol by volume), distilled spirits, and malt beverages. TTB's regulations are written to prevent the deception of consumers and provide them with "adequate information" as to the identity and quality of the product, to prohibit false or misleading statements, and to provide information as to the alcohol content of the product.

[www.ttb.gov/consumer/alcohol-beverage-labeling-and-advertising](http://www.ttb.gov/consumer/alcohol-beverage-labeling-and-advertising)

## "Rethinking Drinking: Alcohol and Your Health" from the National Institute on Alcohol Abuse and Alcoholism (NIAAA)

For anyone who drinks, this site offers valuable, research-based information. The site provides calculators and information on the alcohol content of different drinks and serving sizes and definitions of a "standard drink." This resource also provides additional links and materials related to these questions.

[rethinkingdrinking.niaaa.nih.gov](http://rethinkingdrinking.niaaa.nih.gov)

## National Alcohol Beverage Control Association (NABCA)

Founded in 1938, NABCA is the national association representing the Control State Systems—those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. NABCA is a comprehensive policy and information resource for the regulation, control, distribution, and sale of alcohol beverages. This website will provide resources and contact information for many questions related to the state and local systems responsible for control of alcohol within their borders.

[www.nabca.org/policy-research](http://www.nabca.org/policy-research)



**NABCA**

NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION

[WWW.NABCA.ORG](http://WWW.NABCA.ORG)

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