



About Alcopops

Don't have a taste for beer or hard liquor yet? Big Alcohol has just the thing: Alcopops. They're sweet, flashy and with fruity flavors like "Razzberry" and "Pomegranate Twist," it's no wonder they're popular with young teens and middle school students.

From hard lemonade to alcoholic energy drinks that look just like their non-alcoholic counterparts, new alcopops enter the market with a disturbing frequency. The industry loves alcopops, or Flavored Malt Beverages (FMBs) as they call them, for several reasons:

Targeting Girls: Alcopops have roughly the same amount of alcohol as beer, but their high sugar and, in some cases, caffeine content does a great job of masking the flavor and the affect. That's where young women come in. In recent years, teen girls report drinking more alcohol more often than their male peers and the American Medical Association (AMA) points to the popularity of Alcopops or 'girlie drinks' as a significant factor behind the shift.



Taxes: Alcopops – which the industry claims are made from brewed malt, are categorized in most states as "beer", even though they contain distilled spirits, and that means that their producers avoid the significantly higher tax rates for spirits or "hard alcohol". Low taxes also help keep the price point low and the youth appeal high.

Availability: Their status as "beer" makes alcopops much easier to buy than hard alcohol. In a number of states, that means they're available wherever beer is available, such as convenience stores, gas stations, and mini-marts.