

# TAC

TEENS ADVOCATING CHANGE

## ALCOPOP FACTS

60% of 18-24 year olds drink alcopops while 52% drink beer.

Young girls are the targeted audience for alcopops - they look more appealing than beer and taste sweet.

Alcohol companies save \$3.10 per gallon on alcopops in excise taxes simply by claiming alcopops as malt beverages.

Alcopops' cheaper price makes them an easily acquired drink for teens.

In the United Kingdom, once alcopops were properly classified as distilled spirits in 2002, their sales dropped by 43% over four years.

Although alcopops contain distilled spirits, the alcohol industry labels them as malt beverages so they are taxed at a cheaper rate, making them less expensive.

Young drinkers ages 12-20, on average, consume 5.5 times more alcopops per year than adult drinkers.

North Carolina's sales tax on spirits is \$10.36 per gallon, whereas sales tax on beer or "malt beverages" such as alcopops is only \$0.53 per gallon.

The cost of underage alcopop consumption in North Carolina is estimated to be \$207,090,000 a year.

<http://www.marininstitute.org/alcopops/index.htm>

In 2004, Germany created a new alcohol classification and increased alcopop taxes over spirits. The following year, alcopop sales dropped by 75%. More importantly, alcopop consumption went down 50% among teenagers because "they became too expensive."

A program of the  
Cleveland County Health Department

315 East Grover Street  
Shelby, NC 28150  
Contact: DeShay Duddy  
704-484-5199  
deshay.duddy@clevelandcounty.com