

# MADD Youth in Action

## ALCOPOPS



Malt Beverages with special appeal to youth with sweet flavors that mask the taste of alcohol, cool names, bright packaging, and labels which resemble non-alcoholic products.



### *Does the drink contain alcohol?-*

Alcoholic Beverages always contain the Surgeon General's Warning and the ALC/VOL.

Alcoholic beverages usually do not display the nutrition facts. A nutrition facts label can be found on non-alcoholic single serving drinks and non-alcoholic multi-packs.



[www.maddky.org](http://www.maddky.org)

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Funded by the Office of Juvenile Justice Delinquency Prevention through the KY State Police

### It's Your Influence! Prevent Underage Drinking

Three-quarters of teens say parents are the #1 influence in their decisions about alcohol

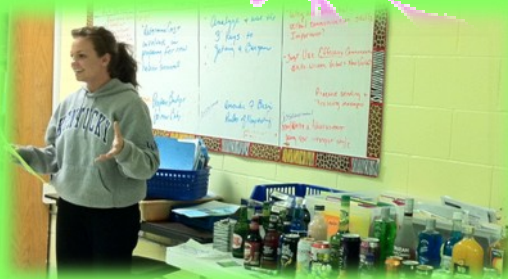


- Communicate before the problem starts
- Discuss rules and consequences
- Model positive behavior
- Share family activities
- Establish and enforce consequences



## Sweet Flavors, Bright Colors, and Cool Names

Alcopops appeal to youth with sweet flavors like watermelon and raspberry pomegranate, which mask the taste of alcohol; cool names like Twisted Tea, Sky Blue, Rick's Spiked Mandarin Lime, Four Loko XXX, and Joose; bright colors; online marketing to internet savvy teens; and packing that resembles non-alcoholic beverages.



## "Deceptive Marketing"

In 2010, the Federal Trade Commission issued a warning that high alcohol, large sized containers could be considered "deceptive marketing."

## A Binge Drink in a Can

In November 2010, the U.S. Food and Drug Administration banned seven dangerous alcohol energy drinks due to high levels of caffeine and alcohol which contribute to the false sense that a person is not impaired, and encourage risky behavior and binge drinking. Although the drinks no longer contain caffeine, they are now available in larger sizes with more alcohol- "a binge drink in a can." One 24oz single serving can of 12% alcohol by volume is the equivalent of 5.7 Bud Lights. Two of these high potent alcoholic beverages in an hour can result in a fatal blood alcohol level of 0.30%.

## Stay Informed

Many adults cannot tell the difference between Alcopops and non-alcoholic drinks. MADD Youth in Action Teams conduct informative presentations with a live display to make adults more aware of how to recognize Alcopops from other non-alcoholic products. Contact [tara.mcguire@madd.org](mailto:tara.mcguire@madd.org) to schedule a presentation for your adult group.

# Youth in Action



Underage Drinking kills more teens than all other illicit drugs combined.

MADD Youth in Action Teams are groups of teens dedicated to preventing underage drinking in their community. Contact [tara.mcguire@madd.org](mailto:tara.mcguire@madd.org) or visit [www.maddky.org](http://www.maddky.org) to learn more.

## Can I Get in Trouble?

Yes, it is the retailer, adult, and parent's responsibility to tell the difference. Even if they are unknowingly buying or selling the alcohol, they can still be charged.

