

# Alcohol Producers, Promotion, & Policy

---

## Corporations Undermining Public Health & Safety

Sarah Mart, MS, MPH  
Director of Research  
Alcohol Justice

American Public Health Association Annual Meeting  
San Francisco, CA  
October 29, 2012

# Sarah Mart

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

# Alcohol Justice

---

**We promote evidence-based public health policies and organize campaigns with diverse communities and youth against alcohol-related harm.**

- Increase alcohol taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertising & promotions
- Support state control of alcohol distribution and sales

# Alcohol industry's influential tactics

---

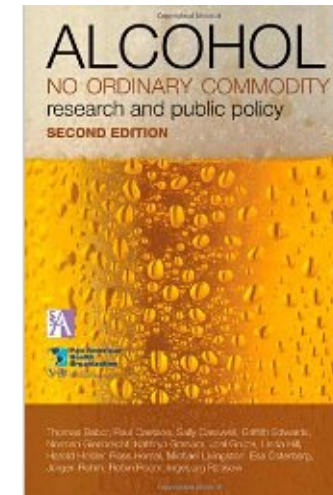
- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations: youth, communities of color, LGBT
- **Create** trade & front groups
- **Misdirect** with voluntary self-regulation charade
- **Fund** public relations/education/"responsibility" programs
- **Lobby** to undermine effective public policy
- **Sponsor** legislation to roll back or exempt from regulation

# Best practices



## The most effective policies include:

- Increasing alcohol taxes
- Government monopoly of retail sales
- Legal restrictions on alcohol ad exposure
- Minimum legal purchase age
- Outlet density restrictions



WHO Global strategy to reduce the harmful use of alcohol, 2010.

U.S. Preventive Services Task Force. The Community Guide.

Babor T, et al. Alcohol: No ordinary commodity. Research and public policy. 2<sup>nd</sup> edition. 2010.

# Big Alcohol



# More Big Alcohol



E&J Gallo Winery



Constellation Brands



Chateau Ste Michelle



Altria

BROWN-FORMAN



Beam



ALCOHOL JUSTICE

The Industry Watchdog

# Trade groups

---





# Front groups

---



Bacardi U.S.A., Beam Global, Brown-Forman, Constellation Brands, DIAGEO, Hood River Distillers, Pernod-Ricard, Sidney Frank Importing



Anheuser-Busch InBev, Asahi Breweries, Bacardi-Martini, Beam Global, Brown-Forman, Diageo, Heineken, Molson Coors, Pernod Ricard, SABMiller

# Alcopops



**Product:** Sweet, fruity, bright

**Price:** Cheap

**Package:** Single-serving, bright, energetic

**Promotion:** social, digital, local, prizes, music, youth-friendly



# Overexposure

**CHOOSE**

**SMIRNOFF**

THE MOST AWARDED NAME IN  
**VODKA**

Like us on Facebook TEXT "likesmirnoffus" to 32665

BE THERE

**DOWNLOAD YOUR FREE TRACK OF THE WEEK**

TRACKS

**Thanks!**  
Please follow these simple steps to download and play your music.

1. Click the download button. This will launch a pop-up window.
2. Save the song file to a location on your computer that you will easily remember.
3. Browse to the song on your computer and double click to play burn or transfer your files using the program of your choice.

|                    |                              |         |          |
|--------------------|------------------------------|---------|----------|
| Portugal The Man   | When The War Ends            | PREVIEW | DOWNLOAD |
| The JaneDear Girls | Shotgun Girl                 | PREVIEW | DOWNLOAD |
| Janelle Monáe      | Tightrope (The Solo Version) | PREVIEW | DOWNLOAD |
| Zac Brown Band     | Colder Weather               | PREVIEW | DOWNLOAD |
| Nickelback         | This Afternoon               | PREVIEW | DOWNLOAD |



# Industry self-regulation charade

---



## Barriers to effective self-regulation include:

- Lack of public awareness
- Lack of an independent review
- Subjective nature of guidelines
- Lack of penalties and enforcement power

A 2008 Marin Institute study found complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of its Code.

Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry (2004-2007)



# Public relations framed as health



# New developments...



## Budweiser MADE IN AMERICA

| ROCKY STAGE   | LIBERTY STAGE   | FREEDOM TENT   |
|---|---|--|
| <b>JAY Z</b><br>9:30 - 11:00PM<br><b>MIKE SNOW</b><br>7:45 - 8:30PM<br><b>PASSION PIT</b><br>6:15 - 7:00PM<br><b>D'ANGELO</b><br>5:00 - 5:45PM<br><b>MAYBACH MUSIC GROUP</b><br>3:30 - 4:15PM<br><b>GARY CLARK JR.</b><br>2:00 - 2:45PM | <b>SKRILLEX</b><br>8:10 - 9:30PM<br><b>DIRTY PROJECTORS</b><br>7:00 - 7:45PM<br><b>JANELLE MONAE</b><br>4:15 - 5:00PM<br><b>PRINCE ROYCE</b><br>2:45 - 3:30PM | <b>CALVIN HARRIS</b><br>7:00 - 8:30PM<br><b>FUNKAGENDA</b><br>5:40 - 6:40PM<br><b>MICHAEL WOODS</b><br>4:30 - 5:00PM<br><b>OTTO KNOWS</b><br>3:10 - 4:00PM<br><b>SAVOY</b><br>2:40 - 3:00PM  |
| ROCKY STAGE   | LIBERTY STAGE   | FREEDOM TENT   |
| <b>PEARL JAM</b><br>7:00 - 11:00PM<br><b>DRAKE</b><br>7:15 - 8:15PM<br><b>RUN DMC</b><br>5:45 - 6:30PM<br><b>JILL SCOTT</b><br>4:15 - 5:00PM<br><b>SANTIGOLD</b><br>2:45 - 3:30PM   | <b>X</b><br>8:15 - 7:00PM<br><b>ODD FUTURE</b><br>6:30 - 7:15PM<br><b>RITA ORA</b><br>5:30 - 4:15PM<br><b>THE HIVES</b><br>2:00 - 2:45PM                      | <b>AFROJACK</b><br>7:40 - 7:00PM<br><b>ALESSO</b><br>6:30 - 7:30PM<br><b>DJ SHADOW</b><br>5:00 - 6:00PM<br><b>BETATRAXX</b><br>4:00 - 4:40PM<br><b>BURNS</b><br>3:20 - 4:00PM<br><b>THE KNOCKS</b><br>2:40 - 3:20PM<br><b>MILKMAN</b><br>2:00 - 2:40PM |

ALL TIMES AND ARTISTS ARE SUBJECT TO CHANGE  
PLEASE VISIT [MADEINAMERICAFEST.COM](http://MADEINAMERICAFEST.COM) FOR UPDATES

PHILADELPHIA SEPTEMBER 1, 2  
BENJAMIN FRANKLIN PARKWAY

**Budweiser**

LIVE UNITED  
United Mileage Plus  
United Mileage Plus  
United Mileage Plus

SINGLE & 2-DAY PASSES AVAILABLE FOR TICKETS AND INFO VISIT [BUDWEISERMADEINAMERICA.COM](http://BUDWEISERMADEINAMERICA.COM)

ENJOY RESPONSIBLY BROUGHT TOGETHER IN SUPPORT OF UNITED WAY



PLEASE DRINK RESPONSIBLY. PLEASE ONLY SHARE AND MIX WITH 20% OR MORE PURE GRAIN NEUTRAL SPIRITS. ©2012 THE SMIRNOFF CO., HARTFORD, CT

# ALCOHOL JUSTICE

The Industry Watchdog

# Industry efforts to decrease regulation

---

## Federal

- Senate and House bills to reduce beer tax rate
- Senate and House bills to lower beer tax rate for small brewers
- House bill to reduces spirits tax rate for small distillers

## State

- 5 states with bills to decrease alcohol taxes
- Rhode Island: Proposed tax holidays
- Nebraska: Defined flavored malt beverages as beer
- Ohio: Increase max alcohol content in beer 12% to 21% ABV
- Washington: Initiative 1183

# License state example: California

---

## **In 2011-2012 (second half of 2-year session):**

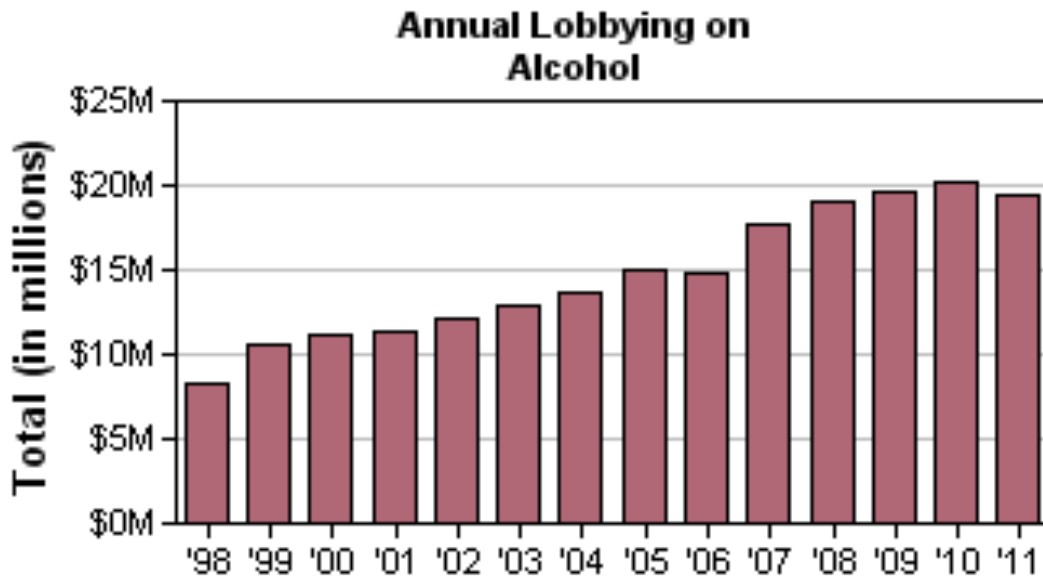
- 22 legislative acts proposed
- 2 amended to no longer include alcohol
- 3 concurrent resolutions promoting types of alcohol and alcohol producers and distributors

## **CA law now allows:**

- Alcohol served in gondolas without a license
- Distillers to charge for tastings
- Licensees to conduct, sponsor, or participate in consumer contests and sweepstakes offering prizes
- Increased number of on-sale general licenses in certain counties



# Federal Lobbying: 2011



## 2011 Spending

|                 |               |
|-----------------|---------------|
| DISCUS:         | \$4.8 million |
| ABInBev:        | \$3 million   |
| SABMiller:      | \$2 million   |
| Diageo:         | \$2.2 million |
| WSWA:           | \$1.2 million |
| Brown-Forman:   | \$950,000     |
| NBWA:           | \$930,000     |
| Beer Institute: | \$920,000     |
| Pernod Ricard:  | \$915,000     |
| Bacardi:        | \$580,000     |
| Wine Institute: | \$345,000     |
| Brewers' Assoc: | \$279,000     |
| Crown Imports:  | \$240,000     |
| Boston Beer Co: | \$165,000     |

## Top Contributors, 2011-2012

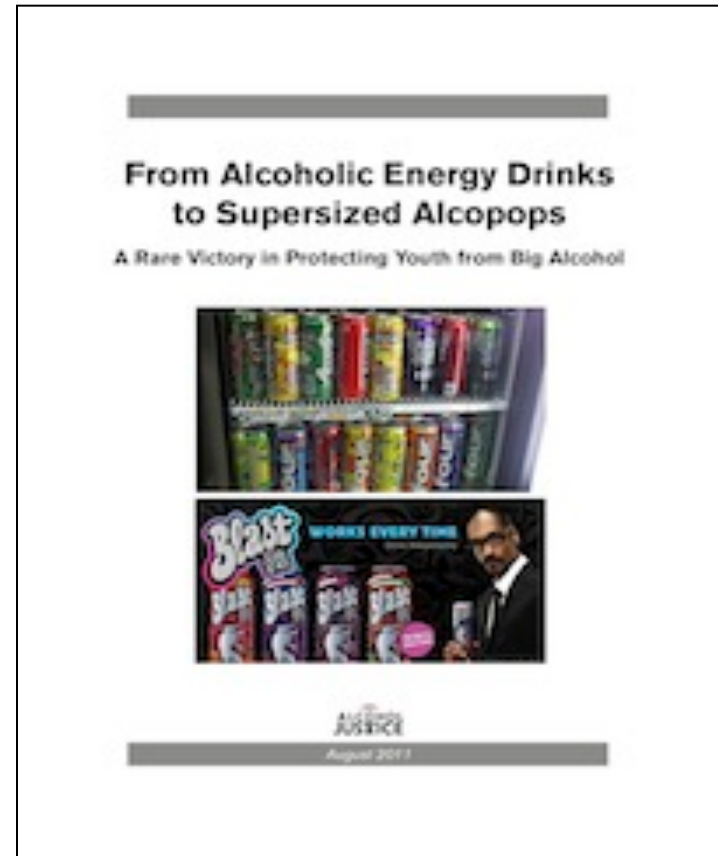
| Contributor                           | Amount      |
|---------------------------------------|-------------|
| National Beer Wholesalers Assn        | \$1,591,500 |
| Wine & Spirits Wholesalers of America | \$671,500   |
| Anheuser-Busch InBev                  | \$441,521   |
| Silver Eagle Distributors             | \$244,300   |
| Republic National Distributing        | \$145,290   |
| Bacardi Ltd                           | \$134,700   |
| L&F Distributors                      | \$125,700   |
| Southern Wine & Spirits               | \$123,200   |
| Brown-Forman Corp                     | \$105,152   |
| Puma Springs Vineyards                | \$97,280    |
| Wine Institute                        | \$88,272    |
| Charmer Sunbelt Group                 | \$86,154    |
| SABMiller                             | \$81,250    |
| Constellation Brands                  | \$74,200    |
| Patron Spirits Co                     | \$71,100    |
| Molson Coors Brewing                  | \$69,550    |
| Diageo PLC                            | \$55,229    |
| Gallo Winery                          | \$53,298    |
| Jordan Vineyard & Winery              | \$50,800    |
| Central Distributors                  | \$49,450    |

# CA State Contributions: 2012

| Alcohol Entity                | 2012 Spending |
|-------------------------------|---------------|
| CA Beer & Bev Distributors    | \$241,150     |
| Anheuser-Busch InBev          | \$191,386     |
| Wine Institute                | \$156,141     |
| Southern Wine & Spirits       | \$145,900     |
| E & J Gallo                   | \$94,633      |
| Youngs Market Company         | \$90,100      |
| DISCUS                        | \$23,239      |
| MillerCoors                   | \$21,690      |
| Diageo                        | \$21,168      |
| CA Assoc of Winegrape Growers | \$14,500      |

# Lessons learned: AED victory

- States can (and did) issue administrative bans on dangerous alcohol products (AEDs).
- State Attorneys General played a significant role.
- Federal action prompted state action, and vice versa.
- Medical & public health researchers were crucial to successful policy change.
- Need to focus on dangerous product **characteristics**, not single brands one at a time.



# What the alcohol industry is fighting

---

## States

- Bills to increase alcohol taxes: 10 states  
Victories: Maryland, Connecticut
- Bills to ban caffeine in alcoholic beverages: 11 states  
Victories: California, Iowa
- Bills to restrict alcohol advertising in various media; 5 states  
MA, NJ, NY - on public property, either partial or full  
NH – in campus publications; MS, VA – out of home

## Federal

- Including alcohol in Federal Guidelines on Restaurant Menu Labeling

# Join us – Take action

---

Sarah M. Mart, MS, MPH

Director of Research

[sarahm@alcoholjustice.org](mailto:sarahm@alcoholjustice.org)

415.257.2485

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