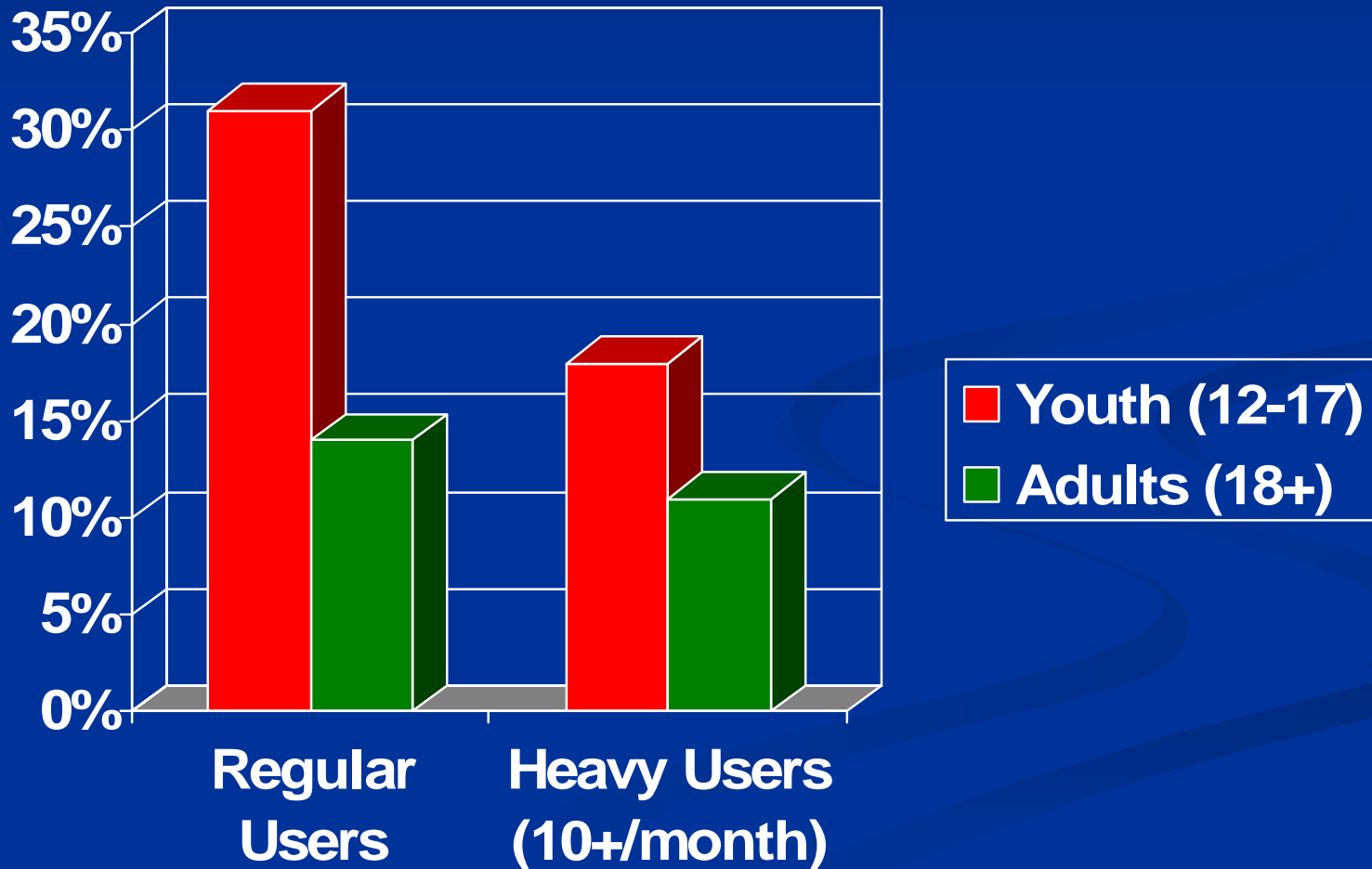


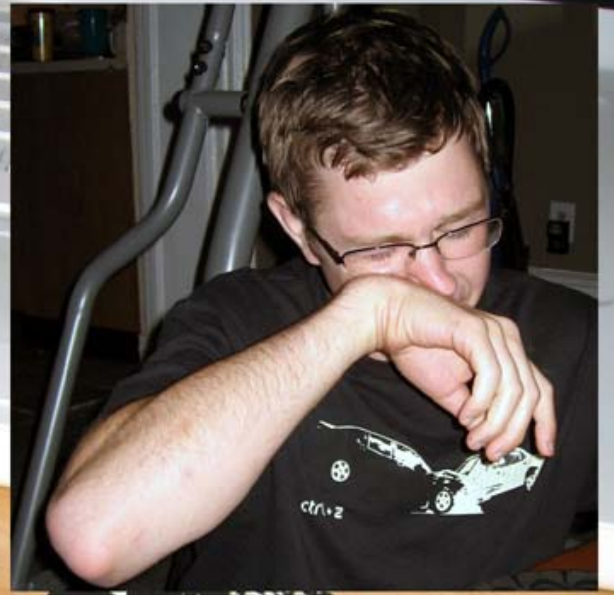
The Energy Drink Market: Youth Driven



- One in three teens are likely to use energy drinks compared to one in ten adults.
- Youth consumption is rapidly increasing.
- Energy drinks help teens augment their rebellious image—legally.

Youth/Adult Energy Drink Consumers





Public Health Implications

- **Marketing and product design promotes youth consumption.**
- **Alcohol + Caffeine = “A wide awake drunk.”**
- **Caffeine masks alcohol’s intoxicating effects, promotes risk taking.**

Public Health Implications

- **Youth most likely to be affected.**
- **Societal costs probably dwarf Wessinger's jackpot.**

U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB)

“It is TTB’s policy that the use of advertising statements that imply that consumption of [alcoholic energy drinks] will have a stimulating or energizing effect, or will enable consumers to drink more of a product without feeling the effects of the alcohol, are misleading health-related statements [and violate federal law].”

TTB Announcement, May 2006

U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB)

“TTB will take appropriate enforcement action when we determine that there have been violations of the advertising provisions of the FAA Act or its implementing regulations.”

TTB Announcement, May 2007

ACTIONS TAKEN TO DATE: 0

Federal Trade Commission

- The FTC has conducted no investigation of alcoholic energy drinks.
- It has established partnerships with SAB Miller and other alcohol industry groups to develop underage drinking prevention programs.

Letter to Anheuser Busch from 29 State Attorneys General

“Given the documented health and safety risks of consuming alcohol in combination with caffeine or other stimulants, Anheuser-Busch’s decision to introduce and promote [Spykes] is extremely troubling.”



Letter to Anheuser Busch from 29 State Attorneys General

“Promoting alcoholic beverages through the use of ingredients, packaging features, logos and marketing messages that mimic those of nonalcoholic refreshments overtly capitalizes on the youth marketing that already exists for drinks that may be legally purchased by underage consumers.”

[Anheuser Busch pulled Spykes from the market shortly after receiving this letter.]

It is Not Too Late!

- Let's take action before alcoholic energy drinks become entrenched in the marketplace.
- Demand corporate responsibility.
- Seek regulatory reform at the Federal, State, and Local level.