

We don't profit when our product is misused.



...It must
be the
beer
talking

Big Beer's Foamy Claim

VS

The Sobering Truth About Underage Drinking

"No company benefits when its products are misused."

— Francine Katz, VP of Consumer Affairs, Anheuser-Busch (*Las Vegas Review-Journal*, 9/99)

- "...[U]nderage drinkers consumed between 10 and 20 percent of all alcohol consumed in 2000, representing about \$11 billion to \$22 billion [dollars] . . . The alcohol most favored by underage drinkers is beer."¹
- Twelve to seventeen year-olds who use alcohol begin drinking, on average, at 13.1 years of age.²
- Young people who begin drinking before the age of 15 are **four times** as likely to become alcohol dependent than those who start drinking at the age of 21.³
- Most of the beer market derives from heavy drinking. The heaviest-drinking 10% of beer drinkers account for 43% of all reported beer consumption, and nearly 60% of all beer is consumed in amounts of five or more drinks per day. Beer drinking by the top five percentile of drinkers accounts for more than half (55%) of **all alcohol** consumed in hazardous amounts.⁴

¹"Reducing Underage Drinking: A Collective Responsibility" National Research Council, Institute of Medicine (September, 2003), p.131, p.56. ²National Household Survey on Drug Abuse: Main Findings 1997, U.S. Department of Health and Human Services. ³Grant, B.F. & Dawson, D.A. (1997). Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: results from the National Longitudinal Alcohol Epidemiologic Survey. *Journal of Substance Abuse*. 9:103-110. ⁴Greenfield, T.K. & Rogers, J.D. (1999). "Who drinks most of the alcohol in the U.S.? The policy implications," *Journal of Studies on Alcohol*. 60 (1).

DON'T SWALLOW THE BEER INDUSTRY'S FOAM ON UNDERAGE DRINKING. Underage drinking accounts for significant current sales and fuels the future heavy- and addicted-drinking upon which the beer market depends for most of its revenues.

Get the facts on preventing underage drinking at: www.madd.org and www.cspinet.org



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