

# Alcoholic Energy Drinks



## Which Ones Contain Alcohol?

Answers: B, D, F, Miller Brewing Company produces Sparks, and Tilt is produced by Anheuser-Busch

**Does your teen consume energy drinks on a frequent basis?  
If so, take a look at the latest trends...**

### **Marketing energy drinks that contain alcohol!**

Alcoholic energy drinks are prepackaged beverages that contain alcohol, caffeine, and other stimulants giving the impression they are health products. The danger is that the interaction of alcohol as a depressant on the central nervous system and the counteracting effects of the stimulants. The result is higher levels of consumption and the perception of increased energy and alertness.

Teenagers and young adults are undoubtedly the core consumer group for energy drinks.  
31% of 12-17 year olds report regular consumption of energy drinks.

### **Alcohol Industry's 3-Point plan to Target Youth**

- **Create brand confusion**
  - Alcohol producers promote the close association of their products mimicking their containers to look very similar to those of the energy drinks confusing the buyer and the store clerk.
- **Cheap alternatives**
  - Non-alcoholic energy drinks are priced a little over \$2.00 a can, while alcoholic energy drinks are priced at the \$1.50 mark.
- **Viral Marketing “network-enhanced word of mouth”**
  - Powerful word of mouth technique about the products through social networking sites such as Facebook, MySpace in addition to postings on the company’s website.

One clear distinction between the two containers is that the non-alcoholic drink has nutritional facts on the back.