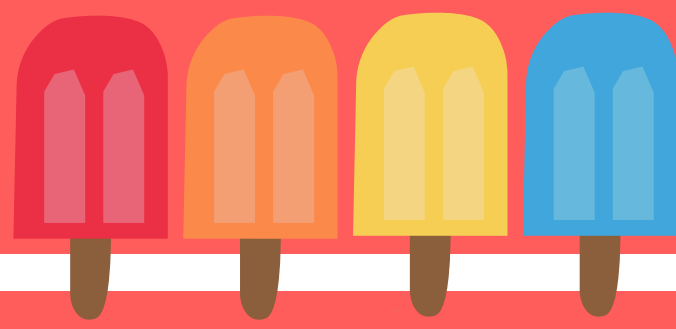


# ALCOPOPS

ALCOHOL AWARENESS



- WHAT ALCOHOL CAN YOU PUT IN POPSICLES?
- HOW MUCH ALCOHOL CAN YOU PUT IN A POPSICLE?
- IS 8% ALCOHOL IN A POPSICLE A LOT?
- DO ALCOHOLIC POPSICLES WORK?
- HOW DO YOU FREEZE ALCOHOL FOR POPSICLES?
- WHAT ARE ALCOHOL POPSICLES?

## THE DANGERS

- "Alcopops" are causing more emergency room visits from underage drinking because of the amount of alcohol and sugar within the pops
- "Alcopops" are the "new" appealing drink because of their look and taste
- The price of alcopops is less expensive than wine or beer



## CONTRIBUTING BRANDS

Truly  
Mike's Hard Lemonade  
Smirnoff Ice

WHO'S BUYING THEM?

YOUNG ADULTS 13-20 YEARS OLD

## STATS

- Teens who underage drink are four times more likely to become dependent on and addicted to alcohol
- Girls as young as 12 years old have tried "alcopops"
- Alcopops are targeted to 21+ individuals, but the majority of their consumers are teenagers
- Teenage girls are more likely to try alcopops than young men
- Young adults call alcopops "cheerleader beer" or "chick beer"

## DANGERS & CONCERNS

- The epidemic of underage drinking is increasing because of alcohol trends such as this
- Alcopops are filled with sugar to disguise the taste of alcohol, causing young adults to drink more
- Marketing and packaging of alcopops is promoting bright colors and fun advertising - young adults are being drawn to purchase because of the advertising
- Violence also has been increasing due to the new coolers and alcopops coming into the gas stations and convenient stores, which is causing crime rates to increase within surrounding neighborhoods

## REFERENCES

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- Livingston, B. L. (n.d.). Help US hold big alcohol accountable for the harm its products cause. Alcopops FAQs - Alcohol Justice. Retrieved March 26, 2023, from [https://alcoholjustice.org/site/index.php?option=com\\_content&view=article&id=9%3Aalcopops-frequently-asked-questions&catid=6%3Astop-alcopops&Itemid=6](https://alcoholjustice.org/site/index.php?option=com_content&view=article&id=9%3Aalcopops-frequently-asked-questions&catid=6%3Astop-alcopops&Itemid=6)



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