

# 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?

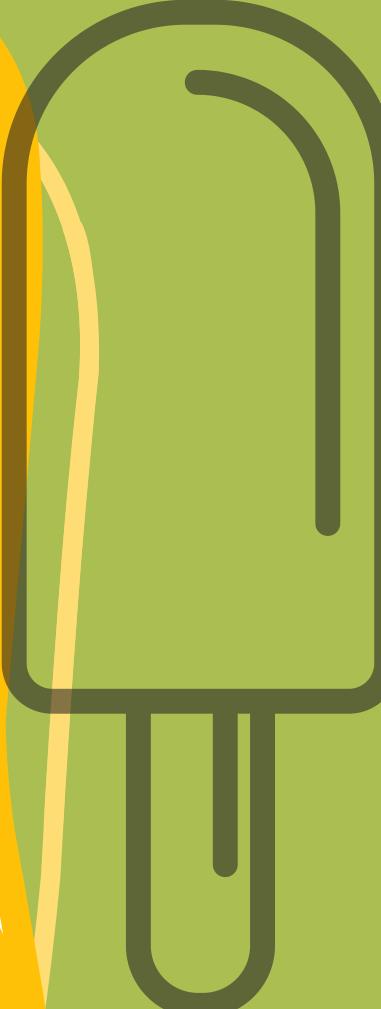
DO ALCOHOLIC POPSICLES WORK?

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

- Sussex Publishers. (n.d.). Vodka-flavored popsicles: Enticement to underage drinkers? Psychology Today. Retrieved March 26, 2023, from <https://www.psychologytoday.com/us/blog/the-antidepressant-diet/202007/vodka-flavored-popsicles-enticement-underage-drinkers>
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