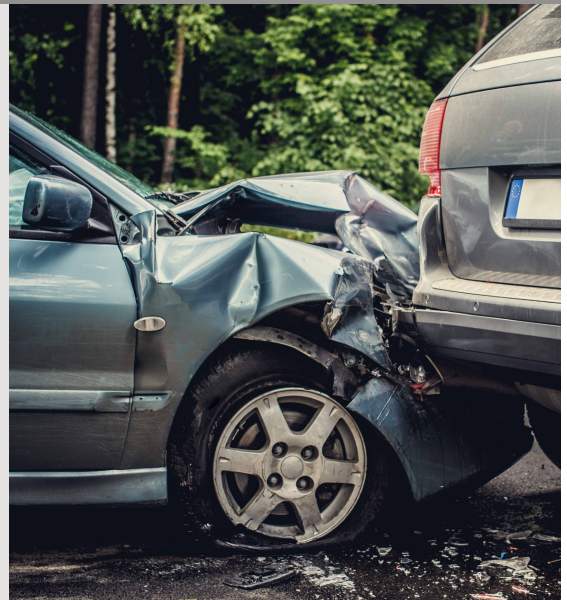


READY TO DRINK “LIQUOR IN A CAN” PRESENTS DANGEROUS UNDERAGE DRINKING RISKS

Texas lawmakers are considering a proposal allowing ready-made hard liquor beverages in convenience and grocery stores. **This would create easy, grab-and-go access to liquor for Texas youth.**

Easier Access = More Youth Use = Increased Youth Harm

- Alcohol is the drug most used by Texas kids
- Kids that start drinking before age 15 are 5 – 6 times more likely to have a problem with alcohol in adulthood
- In Texas, impaired drivers ages 15 to 20 = 31% of all fatal crashes involving drivers in that age group
- Youth are the most harmed from alcohol use, experiencing more car crashes, academic challenges, and life-long addiction problems
- Higher alcohol content means greater levels of – and faster – intoxication and more harm
- Sweet-tasting flavored drinks = drinking more = more harm



“Liquor in a Can” – Ready to Drink Products Shouldn’t Be Easy for Kids to Get



Confusing cross-branded alcoholic and non-alcoholic products

- They are grab and go in their style – similar to kid-friendly sodas and teas
- Cross-branding alcoholic beverages with traditional kid drink brands is confusing for parents and enticing for kids
- These drinks have a high alcohol content

Liquor in Convenience and Grocery Stores is More Dangerous for Kids

- Cashiers in liquor stores must be 21 or older, but in other stores can be as young as 16
- Studies show younger cashiers are more likely to sell alcohol to underage buyers



Problems in Other States That We Shouldn't Repeat



- Calls to U.S. poison control related to high alcohol content, ready-to-drink products are disproportionately for underage drinkers
- High alcohol content, ready-to-drink products are disproportionately marketed to and have greater retail availability in low-income communities of color

< Hot Wheels display above Hard Mt. Dew that contains liquor

Alcohol Is Not an Ordinary Commodity – It Has Rules for a Reason

- Alcohol is not like milk or juice – it causes impairment, which can cause harm
- Current liquor laws provide proven safeguards for public health and safety – they must not be rolled back to benefit business interests

Why the Concern?

- Unlike alcohol products already on the shelves of grocery and convenience stores, these new beverages contain liquor. Currently, Texas law requires that liquor be sold only in liquor stores, where restrictions prevent youth from entering and limit the hours of sales.
- If Liquor in a Can becomes legal in Texas, we will see drinks containing vodka, tequila, whiskey, and other liquors in every corner store and gas station. This greatly increases youth access and attracts teens with bright colors, sweet flavors, and confusing cross-branding with popular drinks.



To support our efforts to keep kids healthy, safe, and drug free, sign up at <https://bit.ly/txsdyrtd>

For more information contact bjones@txsdy.org | txsdy.org

Sources

National Institute on Alcohol Abuse and Alcoholism: Underage Drinking Fact Sheet

Substance Abuse and Mental Health Services Administration: Texas State Report – Underage Drinking Prevention and Enforcement, 2021