



SUPERSIZED ALCOPOPS

HOW YOUTH, ADULTS, AND A RESEARCHER ARE MOVING EDUCATION TO ACTION

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TEXANS FOR
SAFE AND
DRUG-FREE
YOUTH

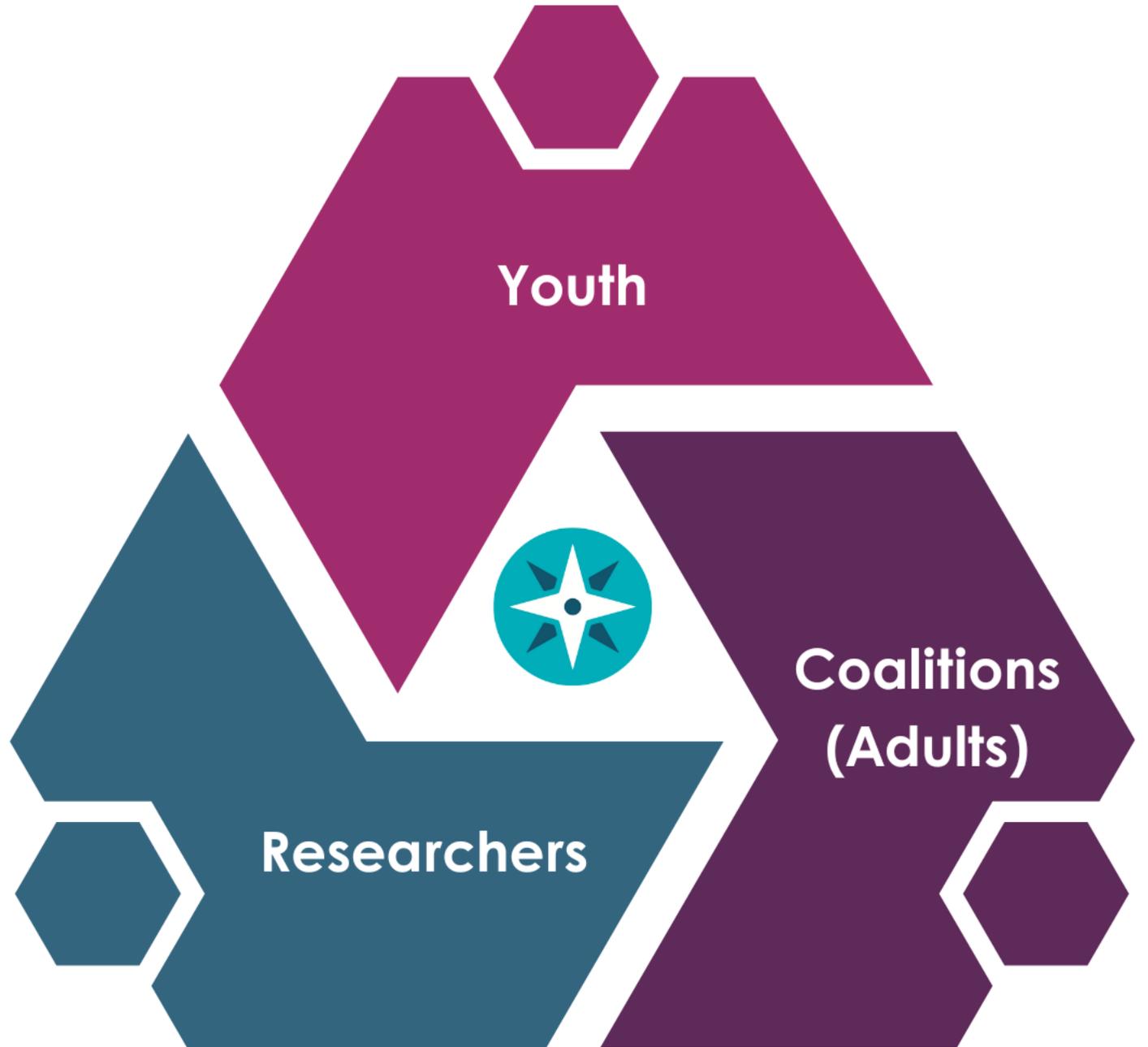
ABOUT US

Texans for Safe and Drug-Free Youth is committed to our vision of ending underage alcohol, tobacco, and other drug use.



We **shape a healthier future** by creating communities where our children can thrive. We **grow knowledge and confidence** by providing facts and evidence-based approaches to youth leaders, families, schools, communities, and other agencies, equipping them with the best tools and information they need to join us in creating change. As a statewide coalition, we **work tirelessly for all Texans.**

Our Partnerships



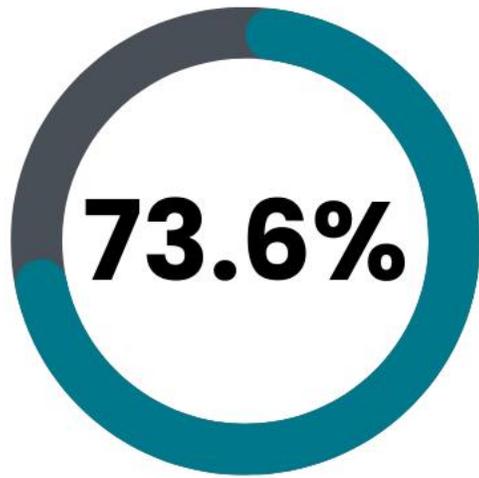
Youth Leadership Council



- Ages 16 - 20 from across the state
- Passionate and driven rising leaders
- Play active role in Statewide Coalition
- Develop strong advocacy, leadership, and communication skills

What are Supersized Alcopops?

Alcopops



Among underage drinkers, 73.6% consumed a “flavored alcoholic beverage” in the **past month**.



Miech, R. A., Johnston, L. D., Patrick, M. E., O'Malley, P. M., & Bachman, J. G. (2024). Monitoring the Future national survey results on drug use, 1975–2023: Overview and detailed results for secondary school students. *Monitoring the Future Monograph Series*. Ann Arbor, MI: Institute for Social Research, University of Michigan. Available at [Source: Saving lives, spending less: the case for investing in noncommunicable diseases](#). Geneva: World Health Organization; 2021. Licence: CC BY-NC-SA 3.0 IGO. 17.9%/24.3%=73.6%



Alcopop

- Introduced 1980's
- Single serving RTD
- Transitional product
- 1 standard alcoholic drink



Supersized Alcopop

- Introduced 2002 to 2007
- Single serving RTD
- Transitional product
- **4.7 to 5.5** standard alcoholic drinks



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Supersized Alcopops: Youth Use

2011-2012 Nation-Wide Study

- 9% of underage drinkers consumed a supersized alcopop in the last 30 days
- 6% consumed Four Loko

Preference for Supersized Alcopops

- More likely to consume when they could select the alcohol

Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67-69. DiLoreto, J.T., Siegel, M., Hinchey, D., Valerio, H., Kinzel, K., Lee, S., Chen, K., et al. (2012). Assessment of the average price and ethanol content of alcoholic beverages by brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*, 36, 1288-1297. Mart, S.M. (2011). Alcohol Marketing in the 21st Century: New Methods, Old Problems. *Substance Use and Misuse*, 46, 889-892. doi: 10.3109/10826084.2011.570622.





Youth-Appealing Characteristics

- Youth-oriented marketing
- Sugar-sweetened flavors
- High alcohol content
- Retail availability
- Low price

WANT TO BE “SPONSORED” BY FOUR LOKO?



EARN THIS CUSTOM MINI BIKE!

JOIN THE BEST OFFICIAL LOYALTY CLUB ON THE PLANET AND POST FOUR LOKO ON YOUR SOCIAL ACCOUNTS TO GET:

- Members only limited edition merch
- Early access to New Four Loko merch
- Cash money!
- Access to exclusive contests & giveaways



Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67-69.

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Relative Alcohol Content



2 Supersized Alcopops

11 Alcopops

Relative Alcohol Content



2 Supersized Alcopops

11 Alcopops

However, this is **one-third** the liquid!

Retail Availability

More than 75% of retail locations that sold supersized alcopops were **gas stations and convenience/neighborhood stores.**

These are the types of stores youth most often obtain alcohol from.

Rosshem, M.E., Thombs, D.L., Wagenaar, A.C., Xuan, Z., & Aryal, S. (2015). High Alcohol Concentration Products Associated with Poverty and State Alcohol Policies. *American Journal of Public Health*, 105(9), 1886-1892. doi: 10.2105/AJPH.2015.302705

Dent, C., Grube, J., Biglan, A. (2005). Community level alcohol availability and enforcement of possession laws as predictors of youth drinking. *Preventive Medicine*, 40, 355-362.

Harrison, P.A., Fulkerson, J.A., Park, E. (2000). The relative importance of social versus commercial sources in youth access to tobacco, alcohol, and other drugs. *Preventive Medicine*, 31, 39-48.

Wagenaar, A.C., Finnegan, J.R., Wolfson, M., Anstine, P.S., Williams, C.L., Perry, C.L. (1993). Where and how adolescents obtain alcoholic beverages. *Public Health Reports*, 108, 459-464.

\$10 Worth of Alcohol

If you drank \$10 worth of Four Loko within two hours, your peak blood alcohol content would be:

- Men: (63.75/your body weight in pounds) - 0.034
- Women: (76.5/your body weight in pounds) - 0.034



= 9 standard alcoholic drinks



= 17 standard alcoholic drinks

also =



First Time Consumption of **Four Loko**

Classroom surveys at public universities in FL, MT, and VA

Undergraduate lifetime drinkers (n - 1,036)

46% had consumed Four Loko (n = 474)

40% age 21 or older, but **93% first drank Four Loko when under 21**

58% consumed at least 1 entire can

- 10% drank 2 or more cans their first time drinking it

Among those who finished 1 or more cans:

- **34% blacked out**
- **18% vomited**
- Students in FL and VA were more likely to black out (AOR = 1.9) and/or vomit (AOR = 2.0) than students in MT





The Perfect Storm



Cheap!

The Perfect Storm



Cheap!

Strong!

The Perfect Storm

**Heavily
Flavored!**



Cheap!

Strong!

The Perfect Storm

Alcohol Content?

Heavily Flavored!



Cheap!

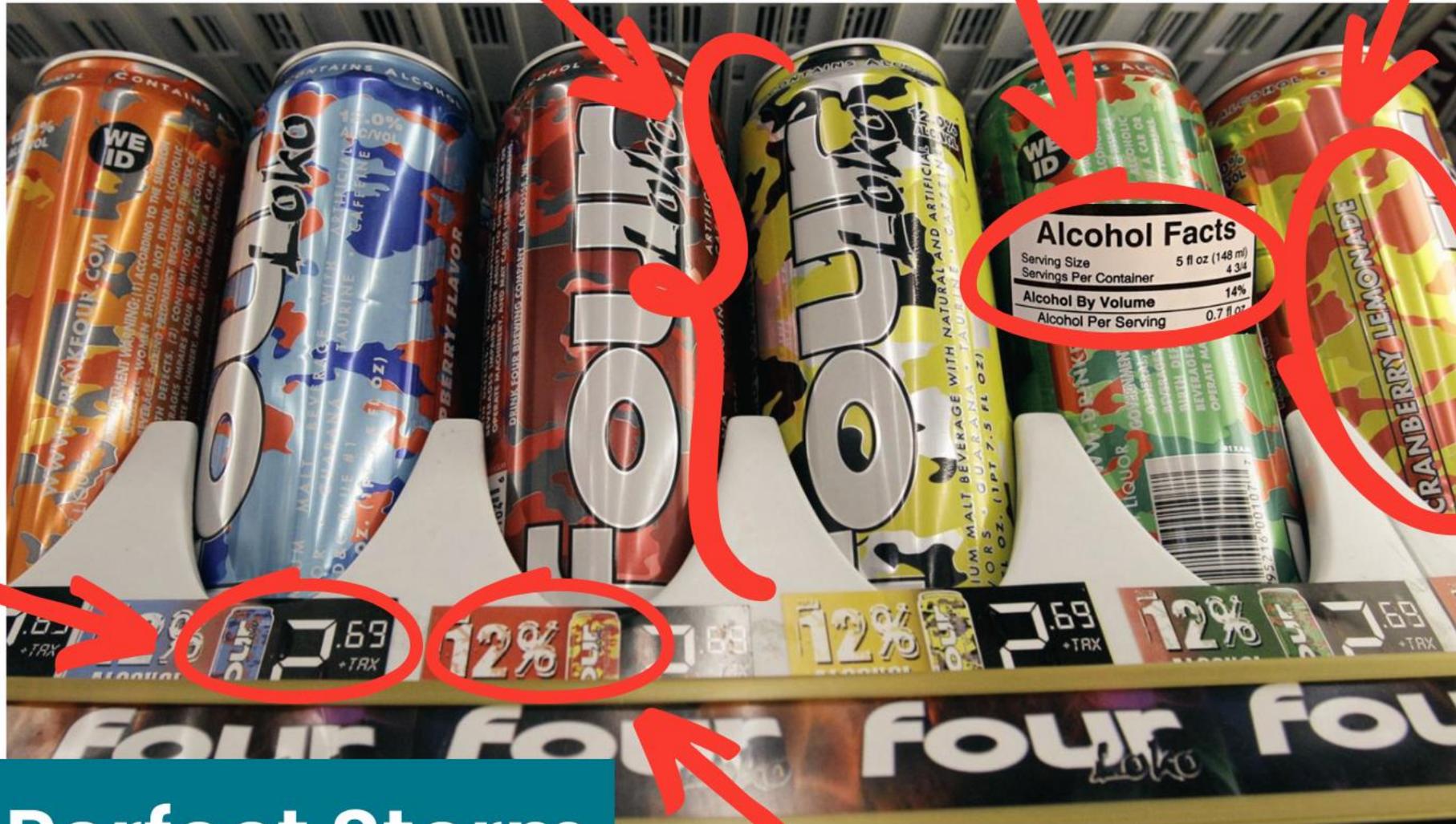
The Perfect Storm

Strong!

Large Container!

Alcohol Content?

**Heavily
Flavored!**



Cheap!

Strong!

The Perfect Storm

Appealing Marketing!

Large Container!

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Cheap!

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Low Tax!

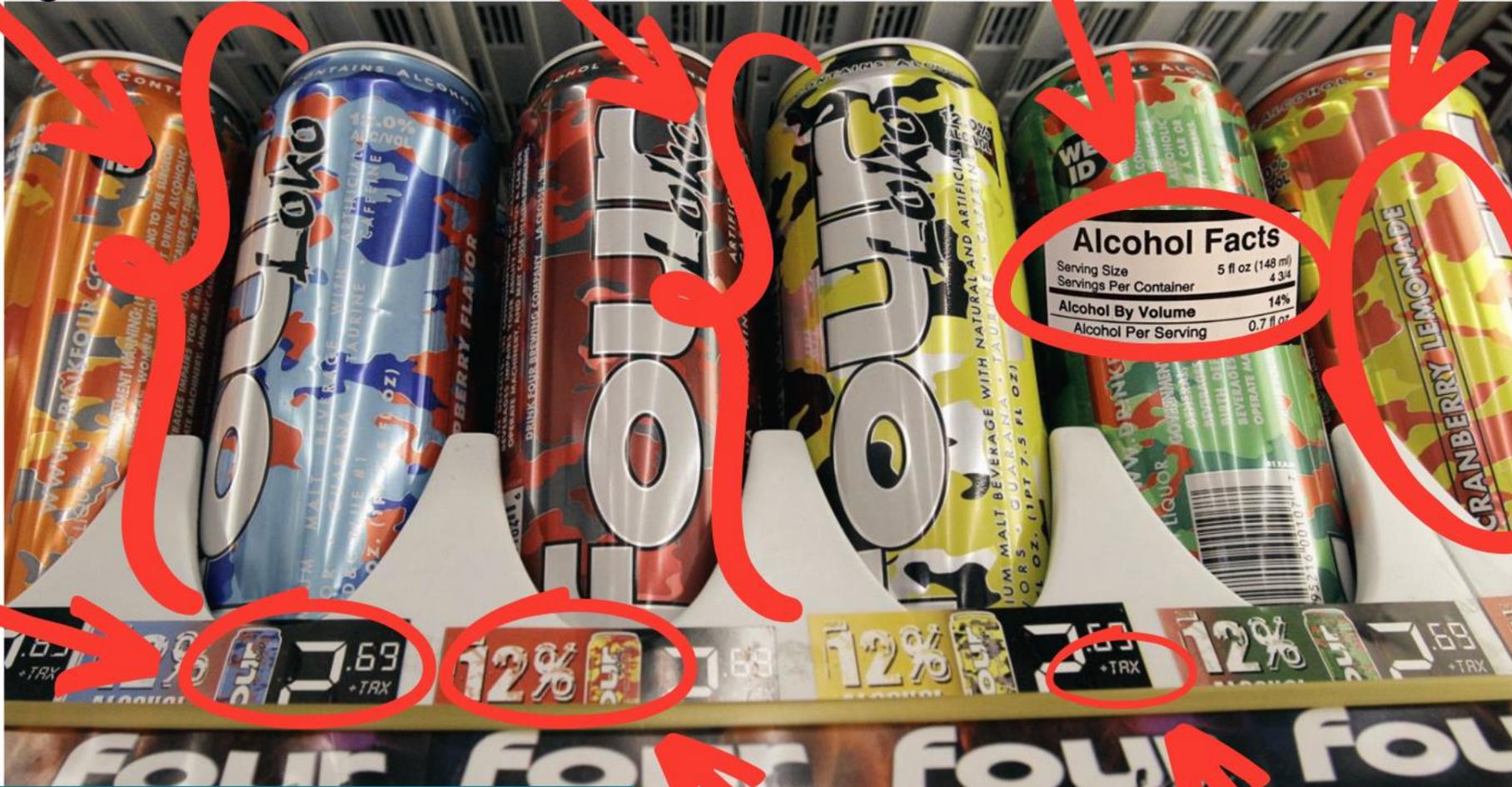
The Perfect Storm

Appealing Marketing!

Large Container!

Alcohol Content?

Heavily Flavored!



Cheap!

Retail Availability

Strong!

Low Tax!

The Perfect Storm

Emerging alcohol products are **unprecedented** and **concerning**.



Nationally: Alcohol Laws are Outdated

Sold in Grocery/Convenience Stores



13.9%



15%



16.5%

Limited to Stores with Liquor Licenses



7%



4.5%

The 16 NCD Best Buy Interventions

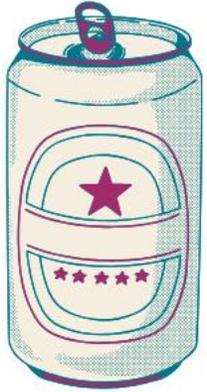
ALCOHOL



- 6** Increase excise taxes on alcoholic beverages
 - 7** Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media)
 - 8** Enact and enforce restrictions on the physical availability of alcohol in sales outlets (via reduced hours of sale)
-

How do the 4 Ps apply?

PRODUCT



PRICE



PROMOTION



PLACE



The 4 Ps of Marketing

Price

Four Loko is among the **least expensive** ready-to-drink alcohol products available in the retail market.



DiLoreto JT, Siegel M, Hinchey D, et al. Assessment of the Average Price and Ethanol Content of Alcoholic Beverages by Brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*. 2012;36(7):1288–1297. doi:10.1111/j.1530-0277.2011.01721.x.

Rosshem, M.E., Thombs, D.L., Treffers, R.D., Trangenstein, P.J., McDonald, K.K., Ahmad, R., Siklo, S.S., Gonzalez-Pons, K.M., Suzuki, S., Jernigan, D.H. (2019). Price of Four Loko in Large U.S. Cities, 2018. *Alcoholism: Clinical and Experimental Research*. doi:10.1111/acer.14080

four
Loko

PRODUCTS GET IT DELIVERED



FOUR LOKO
JUNGLE JUICE

four Loko

12% ALCOHOL

Want a FOUR LOKO Shirt?

CLICK SWEEPSTAKES TAB

four Loko

NEW

SOUR 12/PACK VARIETY

four Loko SOUR PACK VARIETY 12/PACK

YOUR FOUR LOKO STORY STARTS HERE



Four Loko Finger Board

\$3.66



FOUR LOKO MERCH

SHOP NOW

TALLADEGA RACE WEEKEND!

ENTER NOW >

Promotion

Place



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est. 1940

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Journal of Studies on Alcohol and Drugs (Just Accepted).

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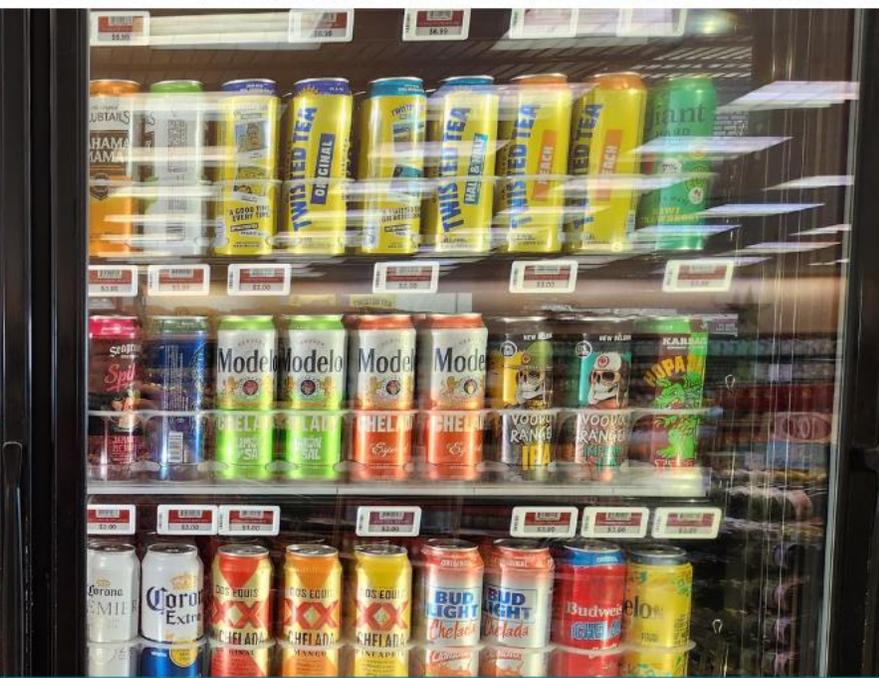
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Telling the local story...



Community Alcopops Monitoring Tool



Submitting an Image

* 1. Name:

Meagan Miller

* 2. Email Address:

meagan@txsdy.org

Product

* 3. What product do you see?

- Four Loko
- Steel Reserve Alloy Series
- MXD Drinks Co
- MD 20/20 (Mad Dog)
- Steel Reserve 211 High Gravity Lager
- Other (please specify)

BuzzBalls Chillers Biggies





**Submit photos
of alcopop
products here.**



Volunteering as a Youth Advocate



Provide youth voice and perspective



Participate in prevention activities
(advocacy, community education, data collection, etc.)



Same training and review as everyone else



Same expectations of professionalism



Representing TxSDY and my community is
different than representing myself alone

Collect and
synthesize data



Tell the local story
(issue briefs, forums,
presentations, etc.)



Advocate for best
practices with decision
makers



Be prepared when
opportunities arise



How can YOU use this information?



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Get in touch!

Please contact us with any questions.

**Supersized
Alcopops
One-Pager**

