

COMMUNITY ALCOPOPS MONITORING TOOL

Help us better understand how accessible these sweet, easy-to-drink alcoholic beverages are in Texas! Take a picture and share it with us by scanning the QR code below to access the tool.



EXAMPLES OF IMAGES YOU COULD SHARE:



Questions? Contact Betsy Jones:

📞 512.442.7501

✉️ bjones@txsdy.org



TEXANS FOR
SAFE AND
DRUG-FREE
YOUTH

SAMPLE SUBMISSION

Thanks for filling out our Alcopops Monitoring Tool!

We know these products are available in our communities - your help completing this tool will allow us to better understand how accessible these sweet, easy-to-drink alcoholic beverages are throughout the state.

The Alcopops Monitoring Tool follows the 4Ps of marketing (product, price, place, promotion) to help us gather information about what you're seeing in your community. Typically, you can capture all of the requested information by taking a really good photo. However, **if you have to pick the item up for any reason, please only do so if you are 21 or older.**

* 1. Name:

Betsy Jones

* 2. Email Address:

bjones@txsdy.org

Product

* 3. What product do you see?

- ☐ Four Loco
- ☐ Simply Spiked
- ☐ Twisted Tea
- ☐ Arizona Hard
- ☐ Steel Reserve Alloy Series Seltzer
- ☐ MXD Drinks Co
- ☐ MD 20/20 (Mad Dog)
- ☐ Steel Reserve 211 High Gravity Lager
- ☒ Other (please specify)

Mike's HARDER Cranberry Lemonade

* 4. What is the ABV (alcohol by volume) of the product? (E.g., 14% abv)

8%

* 5. How many ounces (oz) is the product?

23.5

* 6. Please describe the product. Include information about the flavor and packaging (e.g., the beverage is watermelon flavored and comes in a red and green can with a fun, bright pattern).

Cranberry lemonade flavor, bright red can with lightning logo, looks like a soda

Price

* 7. How much does the product cost?

3.00

* 8. How does the price of this product compare to other beverages around it? (E.g., does it cost more, less than, or the same as a can of beer or bottle of milk?)

Coke - 20 oz, \$2.28; Buc-ee's water - 20 oz, \$0.99; regular beer - 24 oz, 4.2% ABV, \$3

Place

Product Location

* 9. Please describe where in the store the product is located. (E.g., the product is right next to drinks appealing to kids, like juice or sodas.)

Giant wall of soda/beer, next to Coke display

Store Location

* 10. What is the location of the store where you saw the product?

Street Name:

135 New Braunfels

Zip Code:

78130

* 11. What type of store is it?

- ☐ Liquor store
- ☐ Grocery store
- ☐ Gas station
- ☐ Neighborhood convenience store
- ☐ Pharmacy/drug store
- ☒ Other (please specify)

Buc-ee's

* 12. Please describe any location details that you might find concerning. (E.g. the store is across the street from a middle school or there's a lot of litter around the store, including empty beer cans/bottles.)

Clean store, etc., family traffic, shopping area, beaver statue

Promotion

* 13. Please describe any ads or promotional signs for the product you saw in the store. (E.g., signs that say "sale" or "special" on the windows, the doors of the refrigerated display cases/reach-in coolers, or the walls of the store.)

Ads for all alcopops on the display cases

Please include at least one photo of the product, but **please do not include photos of identifiable individuals**. You can upload your photo(s) below.

* 14. Please upload your first photo:

Choose File

Choose File

No file chosen

15. Additional photo (optional):

Choose File

Choose File

No file chosen

16. Additional photo (optional):

Choose File

Choose File

No file chosen

17. Anything else to add?

Lots of kids in the store

