



TEXANS FOR
SAFE AND
DRUG-FREE
YOUTH

ALCOPOPS IN TEXAS STORES

TxSDY.org



Protecting Kids from Easy Access to Alcoholic Beverages

Ready-to-drink products like liquor in a can and supersized alcopops are designed to be convenient and appealing—but they shouldn't be this easy for kids to get.

- These grab-and-go drinks mimic the style of kid-friendly sodas and teas.
- Sweet flavors and easy-to-drink formulas make them highly appealing to youth.
- Cross-branding with traditional kids' beverage brands confuses parents and entices kids.
- They're often too cheap and pack dangerously high alcohol content.
- Higher alcohol levels lead to faster intoxication, greater harm, and increased risks.



Alcopops in Texas: What We're Finding

To understand how accessible these products are in Texas, TxSDY developed the Community Alcopops Monitoring Tool, using the 4Ps of marketing—product, price, promotion, and place.

Through this tool, we've gathered photos from grocery stores, convenience stores, big-box stores, and liquor stores across the state, showing how prevalent these beverages are in local communities.

PRODUCTS

Stores carry products that mimic non-alcoholic beverages. Drinks like supersized alcopops contain roughly 5 standard drinks worth of alcohol.



PRICE

These drinks offer a cheap way to get drunk. \$10 buys three Four Lokos, equal to 17 standard drinks or a handle of vodka.



PROMOTION

These drinks are heavily promoted with bright packaging, low prices, other specials, and branded merch.



PLACE

Drinks are available in a variety of stores and placed in open, easily accessible containers near everyday items.



Proven Methods to Prevent Underage Access to Alcohol

Reducing youth access to alcohol is essential for protecting our kids' health and safety. Here are proven strategies to help achieve this goal:



Require universal ID checks for every alcohol purchase.



Use electronic ID verification systems.



Sell liquor-based drinks in liquor stores only.