

Alcopops: Disguised Danger

Alcopops ARE

- Sweet, fruity flavored drinks that look and tastes like soda pop, tea lemonade and punch.
- A bridge between nonalcoholic beverages such as soft drinks and the harsher tastes of traditional alcohol products.
- An alcohol product that contains distilled spirits.

GET THE FACTS:

FACT 1:

Alcopops are alcoholic beverages designed and marketed for entry-level drinkers. The vast majority of entry level drinkers are under the legal drinking age of 21.

FACT 2:

Alcopops are popular with junior and senior high school students: in a 2007 survey, 12.2 percent of 8th graders, 21.8 percent of 10th graders, and 9.1 percent of 12th graders report consuming alcopops within the last 30 days. Girls are much more likely to consume alcopops than boys.

FACT 3:

The younger the drinker, the more likely he/she will consume alcopops. Among 8th grade drinkers, 78 percent report alcopop consumption in the last 30 days compared to 59 percent of 19-20 year olds and 36 percent of 25-30 year olds.

FACT 4:

Teenagers often refer to alcopops as “girlie beer” or “cheerleader beer” because of their popularity with young, adolescent girls. Eighty-two percent of teen girls who have tried alcopops agree that they taste better than beer or other alcoholic drinks.