

10 Facts You Need to Know About ALCOPOPS

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- “Alcopops” is a term used to describe alcoholic beverages that resemble colorful, sweet drinks such as fruit punch, sodas, lemonade, kool-aid and flavored waters.**
Examples of alcopops include: Zima, Smirnoff Ice, Bacardi Silver, Mike’s Hard Lemonade, Skyy Blue.
*The US Alcohol and Tobacco Trade and Tax Bureau (TTB) and alcohol industry name for “alcopops” is Flavored Alcohol Beverages (FABs).*¹
- Alcopops are not beer but are made from distilled spirits (hard liquor).**
*The US Alcohol and Tobacco Trade and Tax Bureau (TTB) conducted an ingredient analysis of 114 Alcopops (FABs). Of those tested, 105 contained over 75 percent alcohol derived from added distilled alcohol, and 83 percent had less than 25 percent of their volume from the original fermented liquid.*²
- Alcohol + Sugary fruit juices + Flavoring + Brite colors = ALCOPOPS**
*Alcopops are produced as follows: a liquid is derived from malt and filtered to remove most or all of the taste, odor and alcohol. “Flavoring”, which includes distilled alcohol (hard liquor), is then added to the liquid.*³
- Alcopops have a higher alcohol content than regular beers.**⁴
- How much wine does Barcardi Breezer, Seagrams Coolers, and Bartles & James contain? NONE!** *Many people mistakenly think of these alcoholic beverages as “wine” coolers. These beverages contain no wine and are actually flavored malt beverages.*⁴
- The widespread use of alcopops by youth is well documented.** *Over half (56%) of high school seniors reported using alcopops in 2004.*⁵
- Alcopops are popular with underage drinkers, particularly girls aged 14-18 years old who prefer their taste and image.**⁶
- The younger the drinker, the more likely he/she will consume alcopops.** *Among 8th grade drinkers, 78% report alcopop consumption in the last 30 days compared to 59% of 19-20 year olds and 36% of 25-30 year olds.*⁷
- The sweet fruity taste is used to mask the taste of alcohol is especially appealing to the younger inexperienced drinker.**⁸
- Teens believe alcopops are readily available, easier to conceal physically, more appealing to girls.**
*Results of a youth-led focus group of 304 ethnically diverse California teens participated in focus groups to learn youth perceptions of alcopops. Overall, youth agree that alcopops are more readily available than other beverages and that the adult perception that they are less harmful than other alcoholic beverages makes them easier to obtain.*⁸

FACTSHEET

References

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