



EMERGING HIGH-RISK ALCOHOL PRODUCTS

Alcohol products that are unreasonably attractive to youth should not be available on shelves in New Hampshire.



HIGH-RISK ALCOHOL PRODUCTS MARKETING TO CHILDREN

In the last few years, a fourth category of alcoholic beverage has emerged on the market in the form of **seltzers, sodas, ciders, and other canned cocktails.**

Many emerging alcohols share branding with popular soda, juice, or seltzer brands, like Hard Mountain Dew, Spindrift Spiked, Sunny Delight Vodka Seltzer, and Simply Spiked Lemonade. Other alcohol products include cartoons or children's characters in their labels - making alcoholic beverages **unreasonably attractive to youth.**



PREVENTING UNDERAGE DRINKING IN NH

Policy-level interventions have shown success in preventing underage drinking. This approach includes **making alcohol harder for youth to get and use.**

New Hampshire can work to prevent underage drinking in the state by restricting alcohol advertising that is designed or packaged in a way that is overly attractive to children. This includes alcohol products that mimic popular kids drinks in brand, packaging, logo use, and appearance.

SUPPORT SB 335

SB 335 adds labeling restrictions to current alcohol advertising laws that will prohibit cartoons, toys, and characters in labels and advertisements.

It also adds a prohibition on alcohol products that are named, packaged, marketed, or designed in a way that mimics commercially available non-alcoholic products.

“WHAT’S THE HARM?”



Alcohol Use in Teens

Alcohol is one of the most commonly misused substances in the U.S. among youth and adults. In New Hampshire, about 10 percent of 12-17-year-olds say they have tried alcohol in the past month. More than 90% of all alcoholic drinks consumed by youth are consumed through **binge drinking.**



Underage Drinking is Dangerous

Underage drinking interferes with youth brain development, increases the risk of alcohol misuse later in life, and causes injuries and even death.

Excess drinking kills more than 140,000 Americans each year.

New Hampshire has the 12th highest rate of alcohol-attributable deaths amongst adults aged 20-49.



1 Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2022. Available at www.cdc.gov/ARDI.