



NEWSLETTER

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Partying at Home: Implications for Alcohol Regulators

Home for the holidays this year means more drinking at home than in the past. “It may seem like the party is over, but due to the economic downturn, it’s probably being held at home...” says the Nielson Company. Here are some findings from their April, 2009 survey:

56% said they eat dinner more often at home
37% go to bars and clubs less often

This trend has driven a shift in sales from bars and clubs to stores; here is the percentage drop in sales, as reported by the Beverage Information Group: -3.3% wine; -3.0% spirits; and, -1.3% beer.

Also noted is a major increase in new store outlets comparing August 2009 with the previous year: 2,392 total led by 684 in drug stores, 637 in convenience stores and 432 in mass merchandising outlets. Total outlets of all types also increased.

Enforcement Budgets Decline

A major increase in outlets comes at a bad time as many alcohol beverage control agencies are seeing reductions in their enforcement budgets. It’s also bad for underage drinking. According to researchers, Gruenewald et al in the Journal of Adolescent Health, 2009, “High levels of alcohol outlets in the community enable youth access to

alcohol through commercial outlets, family and social networks.”

Lock the Fridge?

Large grocery stores have the best bargains, but you have to buy in quantity. The fastest growing beer “package” today is the 30-pack. Really young kids, who are just starting to drink, often get their alcohol from homes. Buying in quantity increases that temptation.

Home Entertainment: Good or Bad?

While entertaining at home can save money and increase bonds with friends, here are some cautions:

1. Most Americans are unskilled at safe serving practices. Few know how to serve guests to avoid impairment.
2. Pre-drinking can increase the potential for drunk driving. Given that alcohol is cheaper in stores, some will drink a few before going out. This increases the potential for impaired driving to the bar as well as home from the bar.
3. Restaurants and bars have suffered greatly during the economic downturn. Many have closed or cut staff. This has a significant impact on local economies.

HAVE A SAFE AND HAPPY HOLIDAY!!!

From Public Action Management
Visit: www.healthyalcoholmarket.com