



News Alert

Northeast Community Challenge Coalition

Alcohol, Energy Drinks and Youth: Dangerous Mix

A new report takes an in-depth look at the alcohol industry's marketing practices, and the results are unsettling. According to the Marin Institute, there is a three-point plan for targeting youth:

1. Create brand confusion with non-alcoholic versions
2. Provide a cheap alternative to mixing energy drinks with alcohol
3. Deploy youth-friendly grassroots and viral marketing

Public health and safety officials have become alarmed with this new line of beverages, which make it confusing for youth to differentiate between alcoholic and non-alcoholic.



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