



ILCAAAP

Illinois Church Action on Alcohol & Addiction Problems

Alcohol Alert - April 11, 2023



Health experts worry spiked seltzers, other novel drinks will lead to more imbibing, deaths among youth

On a quiet street corner, a sign marks the birthplace of a beverage behemoth: In 1954, the Tri-City Beverage Corp. bottled its first case of Mountain Dew.

Hard Mtn Dew reflects a major change in the alcohol industry, which for the past century mainly produced drinks categorized as beer, wine or spirits. In recent years, those lines have blurred, and a fourth category of ready-to-drink beverages has emerged — hard seltzers and other flavored malt beverages, wine coolers and canned cocktails. Although these products differ in primary ingredients and how the alcohol is processed, all are flavored and packaged for casual consumption.

Sales of hard seltzers and ready-to-drink canned cocktails were valued at nearly \$10 billion in 2021 by the Grand View Research firm, which expects them to grow by double digits in coming years. And PepsiCo and Coca-Cola have debuted alcoholic products in the U.S. market.

But as alcohol-related deaths in America reach record highs, public health experts are voicing concern that the new class of drinks could alter how people drink alcohol. Some also expressed worry that the convenience of the new products could reverse the long-term decline in alcohol consumption by young people. And recent studies show that consuming even one alcoholic drink a day increases a person's risk of cancer and heart disease.

Coca-Cola and Monster Beverage declined repeated requests for comment, and PepsiCo referred questions about products bearing its brands to the companies that it had licensed to manufacture them.

Pamela Trangenstein, a scientist with the alcohol research group at the Public Health Institute in California, recently supervised a study at college football games. She described a sea of empty White Claw hard seltzer cans covering the floor of a student section at one stadium.

“The carbonation and sugar content can make it taste like you aren’t drinking alcohol,” she said. [READ](#)

For Immediate Action

- Share this Alert with your faith community.
- Forward to 10 others.

Click here to donate to Illinois Churches in Action (tax deductible)



www.ilcaaap.org
1132 W Jefferson
Springfield, IL 60702

STAY CONNECTED

