



# ILCAAAP

Illinois Church Action on Alcohol & Addiction Problems

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## Alcohol Alert - December 16, 2022



### **Calls for zero-alcohol products to be subjected to the same regulations as alcohol**

The Sober in the Country chief executive said the beverages were a terrific option for some consumers — typically someone who was a social drinker.

"However, the flip side of the coin is that they can pose a serious risk to vulnerable people in early recovery from alcohol addiction," she said.

Ms. Whan said she had serious concerns about how the products were marketed.

"There's fairly blasé marketing from zero-alcohol manufacturers assuring people that they're a safe and wonderful option for all," she said.

"And that simply isn't the case." [READ](#)

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