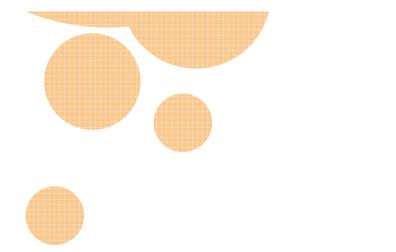
Young people's perception of responsible selling and serving of alcohol to young people

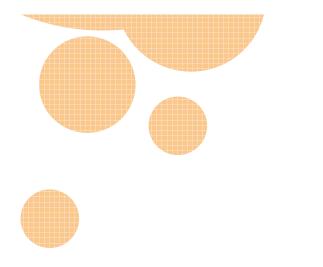
Nathalie A. Rodríguez McCullough Institutional Follow-up Director



What do young people think selling and serving *RESPONSIBLY* implies...?

So...

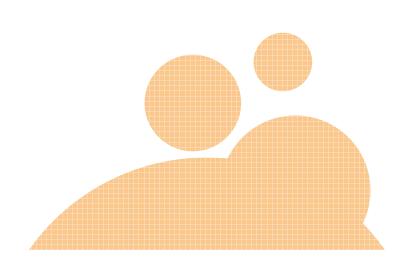






- Law enforcement for underage alcohol buying





PRICE

 General price of alcohol: raise prices so that binge drinking was not so cheap

- Cut pricing/happy hours: not practice **cut pricing or have happy** hours that encourage and permit people to drink in big ammounts

-Alcohol Vs. Non-alcoholic drinks: that alcoholic drinks are not cheaper than non alcoholic drinks

- beer (30cts) Vs coke (47cts)

- Availability of non-alcoholic drinks: make sure that non-alcoholic drinks are easily available at parties and bars

FORMAT & LABELLING

- Pre-pack binge drinking: not to sell prepared packs of alcohol and mixer and have that on special offer

-Shot blister-packs: not to sell **shot blister packs** that are atractive to children and make it easy to stuff their pockets and drink anywhere...

- Pre-mixed drinks: not to have **pre-mixed drinks** that give people the wrong idea of them containing less alcohol

Exotic/atractive flavours: not to market drinks with exotic/atractive flavours to get people that don't like alcohol to start drinking
Units of alcohol per product: units in each product so that people really know how much they're drinking

TIME

- 24 hour selling – shops & bars: not to sell alcohol 24 h in shops and bars...it's not responsable to serve a whisky at 10am

-Petrol stations: not to sell alcohol at **petrol** stations when drink/driving is a NO

- Italian example – stop serving after 2am: to stop serving alcohol after a certain time, and example of this is the recent law in Italy where they stop serving after 2 am

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MARKETING

- To have the alcohol in a separate area in supermarkets, like a separate shop where minors where not allowed in and where there was information on the hazardous effects of alcohol. It should not be portrayed as normal living.

- Not to **portray alcohol as youthful and fun** in alcohol adverts

Cultural&sports sponsoring: not to sponsor cultural and sporting events which is hypocritical because you have to be healthy to do those things and that also has the downside of children ending up in alcohol sponsoring in the form of football shirts, etc.
Licensing: to have licensing depending on the different grading of alcohol

Lets move forward together, be coherent and do what's necessary for a healthy world, leaving aside personal interests and truly thinking of the welfare of human beings...



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