

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



Nathalie A. Rodríguez McCullough  
Institutional Follow-up Director



So...

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





# AGE

- 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 amounts
- 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 attractive 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/attractive flavours: not to **market drinks with exotic/attractive 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 responsible 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

# 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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