We don’t profit when our product is misused.

“It must be the beer talking”

“…[U]nderage drinkers consumed between 10 and 20 percent of all alcohol consumed in 2000, representing about $11 billion to $22 billion dollars. . . . The alcohol most favored by underage drinkers is beer.”

— Francine Katz, VP of Consumer Affairs, Anheuser-Busch (Las Vegas Review-Journal, 9/99)

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| “No company benefits when its products are misused.” | • “…[U]nderage drinkers consumed between 10 and 20 percent of all alcohol consumed in 2000, representing about $11 billion to $22 billion dollars. . . . The alcohol most favored by underage drinkers is beer.”

• Twelve to seventeen year-olds who use alcohol begin drinking, on average, at 13.1 years of age.

• Young people who begin drinking before the age of 15 are four times as likely to become alcohol dependent than those who start drinking at the age of 21.

• Most of the beer market derives from heavy drinking. The heaviest-drinking 10% of beer drinkers account for 43% of all reported beer consumption, and nearly 60% of all beer is consumed in amounts of five or more drinks per day. Beer drinking by the top five percentile of drinkers accounts for more than half (55%) of all alcohol consumed in hazardous amounts.


DON’T SWALLOW THE BEER INDUSTRY’S FOAM ON UNDERAGE DRINKING.
Underage drinking accounts for significant current sales and fuels the future heavy-and addicted-drinking upon which the beer market depends for most of its revenues.

Get the facts on preventing underage drinking at: www.madd.org and www.cspinet.org

This public health message brought to you by Mothers Against Drunk Driving and the Center for Science in the Public Interest.