“ALCOSPEED”
(Alcoholic Energy Drinks)

What is “Alcospeed”?  
• Alcoholic beverages pre-mixed with stimulants such as caffeine, guarana, taurine, and ginseng.

• Examples: Sparks (SAB-Miller/Steel Brewing.), Tilt (Anheuser-Busch), BudExtra (Anheuser-Busch), Liquid Charge, Liquid Core, Rockstar.

Harm to Consumers  
• Companies unfairly and deceptively market products to capitalize on the popularity of non-alcoholic energy drinks such as Red Bull.
• NO scientific evidence ensures consuming stimulants and alcohol together is safe.1

A study on the interaction between alcohol and energy drinks found that stimulants did not reduce the negative effects of alcohol on motor coordination skills and visual reaction times.1

• New evidence demonstrates risks of consuming stimulants with alcohol.
• Consuming alcohol with stimulants incurs physiological effects such as feelings that one can drink more than previously thought or that one’s level of intoxication is less than expected.

• Increased risk for engaging in risky behaviors such as driving drunk. A recent study found college students who drink “alcospeed” drinks were more likely to experience negative consequences such as unwanted sexual experiences or injuries from riding with a drunk driver.2

“Alcospeed” mirrors non-alcoholic energy drinks:

* Size, shape, and graphics of “alcospeed” product containers are similar to non-alcoholic energy drinks;
* Drink names are sometimes nearly identical;
* Added stimulants/other additives are the same;
* Consumer marketing strategies are identical.
Concern for Youth

- Research shows that 31% of energy drink consumers are between 12-17 years old, and that 34% are aged 18-24.³
- 5000 people under age 21 die each year from alcohol-related injuries.⁴


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