

Supersized Alcopops

What are Supersized Alcopops?

- Supersized alcopops are sweet, ready-to-drink alcoholic beverages with dangerously high alcohol content.¹
- A single can of a supersized alcopop can have the same amount of alcohol as an entire six-pack of beer, as they are often twice as big and up to 3 times as strong.¹



Who Drinks Them?

- Underage drinkers are more likely to drink supersized alcopops when they can choose the alcohol they drink.²
- 10% of underage drinkers have consumed a supersized alcopop in the past month.³
- Four Loko is the brand of supersized alcopop most popular among underage drinkers.³
- A study of college student drinkers found that nearly half drank Four Loko.⁴
- Almost all of these students first drank Four Loko **before they were of legal age to drink.**⁴

Harmful Marketing & Availability

- Supersized alcopops are among the least expensive ready-to-drink alcoholic beverages on the market.^{7,8} Two are often sold for \$5 or \$6.⁸
 - A 13-year-old female consuming two cans of supersized alcopops would be expected to obtain a BAC of 0.40 g/dL, which is very dangerous.¹
- Despite having high alcohol content, they are often sold in gas stations and convenience stores, the types of stores where underage drinkers most often obtain alcohol.^{9,10}
- Supersized alcopops are more frequently marketed in areas with a higher proportion of residents from specific racial and ethnic backgrounds and where there are also higher rates of unemployment and poverty.¹⁰

Harm to Young People

- **Consuming a single can of supersized alcopop is binge drinking and is, therefore, an unsafe practice.**¹
- Most college students drink an entire can of Four Loko – or more – their first time drinking it.⁴
- Among college students who finished at least one can of Four Loko, 1-in-3 blacked out and 1-in-5 vomited.⁴
- In Montana, Four Loko has lower alcohol content: 8% alcohol-by-volume versus 14% elsewhere.⁴
 - Compared to Montana, students in other states had twice the odds of blacking out and vomiting after drinking Four Loko.⁴ This suggests that **reduced alcohol content helps protect young people.**
- Calls to U.S. Poison Control Centers about supersized alcopops more often involve underage drinkers.⁵
- Among sexual assault cases involving alcohol, supersized alcopops are more often involved when the victim is a minor (under 18 years old).⁶
 - This may be because of their preference for these products; however, in 95% of cases where the victim was a minor, the specific type of alcohol was given to them by the perpetrator of their assault, compared with 33% for adult victims.⁶ This suggests these products may be used as a tool in the sexual victimization of minors.

To protect youth, we urgently need improved regulation of supersized alcopops, including reduced alcohol content and access among minors.

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