



## **Health**

- A 2001 survey found that the total number of deaths (resulting from all causes) in light- to moderate-drinking males (those who consumed less than two drinks per day), was about twice as high if they had periodic occasions of heavy drinking.

Thomas Babor and others, eds., *Alcohol: No Ordinary Commodity* (Oxford: Oxford University Press, 2004), 62.

- The estimated costs of alcohol abuse in Minnesota exceeded \$4.5 billion in 2001, according to a 2006 legislative auditor report.

James Nobles, “Evaluation Report: Liquor Regulation” (St. Paul, MN: Office of the Legislative Auditor, 2006), 49.

## **Youth access/drinking**

- In a study conducted on American youth in grades 9-12, researchers found that youth in states with more limited access to alcohol (states with monopolies) had lower drinking rates than those in other states.

Ted Miller and others, *Retail alcohol monopolies, underage drinking, and youth impaired driving deaths* (Calverton: Pacific Institute for Research and Evaluation, 2006), 1165.

- A 2005 Rand Health study, supported by the National Institute on Alcohol Abuse and Alcoholism, found that adolescents who more frequently viewed beer advertisements in grocery store displays and convenience stores were more likely to start drinking than peers who viewed fewer displays.

“It appears that it’s a combination of message and venue that helps influence adolescent drinking,” said Phyllis Ellickson, the Rand Health study’s lead author. “Advertising that links alcohol with everyday life – such as supermarket store displays – appears to have more influence on drinking initiation.”

Phyllis Ellickson and others, “Does alcohol advertising promote adolescent drinking?” (Santa Monica, CA: Rand Health, 2005).

- In a study of U.S. alcohol prices compared to youth alcohol consumption, researchers found that increases in the full price of alcohol (including retail and other costs such as transportation) resulted in reduced drinking among youth.

Thomas Babor and others, eds., *Alcohol: No Ordinary Commodity* (Oxford: Oxford University Press, 2004), 108.

- According to a 2007 study sponsored by the National Institute on Drug Abuse, 44.4% of high school seniors had consumed alcohol in the last 30 days from the time they were surveyed. This number was 36% lower than in 1982.

The University of Michigan, *Monitoring the Future*, sponsored by the National Institute on Drug Abuse, U.S. Department of Health & Human Services (Ann Arbor, MI, 2004)  
<http://www.beerinstitute.org/statistics.asp?bid=201>.

### **Drunk driving**

- A report by the U.S. Department of Transportation found that the number of drunk driving fatalities was 36% lower in 2006 than in 1982.

Information provided by the U.S. Department of Transportation, National Highway Traffic Safety Administration, 2007, <http://www.beerinstitute.org/statistics.asp?bid=201>.

- In 2007, there were 158 alcohol-related traffic deaths in Minnesota – a 6% increase from the previous year.

Jim Adams, “Drinking-and-driving deaths rose in 2007,” *Star Tribune*, 28 August 2008.

### **Three-tier system/regulation**

- In a study conducted by the National Beer Wholesalers Associations, respondents favored federal, state and local officials having some control of regulating beer in the U.S.

National Beer Wholesalers Association, *Promoting the Roles of Beer Distributors* (Alexandria, VA: Consumer Research, Spring 2006).

- A 2006 report by the Minnesota Office of the Legislative Auditor found that by adopting less restrictive retail laws, consumers would save about \$100 million each year. However, these law changes would harm existing private liquor stores and municipal liquor stores, which provide \$16 million annually for city services.

The same report found that eliminating exclusive territory laws (which restrict retail competition) for beer and wine would lower prices, but would result in reduced product selection and reduced quality/freshness.

James Nobles, “Evaluation Report: Liquor Regulation” (St. Paul, MN: Office of the Legislative Auditor, 2006), 40-43.

### **Economic impact**

- The nation’s more than 1,900 beer distributors create more than 92,000 jobs and generate \$7.6 billion in wages and benefits for employees.

John Dunham and Associates, Economic Impact Study (New York City, 2005).

### **Transportation**

- Studies show that distributors provide the cheapest method of transporting alcoholic goods.

David S. Sibley and Padmanabhan Srinagesh, “Dispelling the Myths of the Three-Tier Distribution System,” (Washington, D.C.: Wine and Spirits Wholesalers of America, Fall 2008), 14-15.

### **Marketing**

- Manufacturers often rely on distributors to convey their brand image to retailers, which ultimately is conveyed to consumers. A report by the Wine and Spirits Wholesalers of America cited several examples of manufacturers that rely on distributors for marketing.

David S. Sibley and Padmanabhan Srinagesh, “Dispelling the Myths of the Three-Tier Distribution System,” (Washington, D.C.: Wine and Spirits Wholesalers of America, Fall 2008), 18-21.

- In the U.S. Census Bureau description of wholesalers, marketing is listed among wholesalers’ job functions.

David S. Sibley and Padmanabhan Srinagesh, “Dispelling the Myths of the Three-Tier Distribution System,” (Washington, D.C.: Wine and Spirits Wholesalers of America, Fall 2008), 16-17.