

Alcoholic Energy Drinks ("Alcospeed")

What is "Alcospeed"?

- Alcoholic beverages, often flavored malt beverages, pre-mixed with stimulants such as caffeine, guarana, taurine, and ginseng. Frequently, they also have elevated alcohol content.
- Examples: Sparks (MillerCoors), Tilt (Anheuser-Busch; currently being reformulated without caffeine, guarana, and ginseng), BudExtra (Anheuser-Busch; currently being reformulated without caffeine, guarana, and ginseng), Liquid Charge (Charge Beverages), Liquid Core (Charge Beverages), Rockstar21 (Rockstar, Inc.).

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.²
- 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: A recent study found college students who drink "alcospeed" drinks are more likely to experience negative consequences such as unwanted sexual experiences or injuries from riding with a drunk driver.³
- "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 18-24.⁴
- Almost 25% of college student drinkers report mixing alcohol with energy drinks⁵.
- 15% of college students mix alcohol with energy drinks to drink more and not feel as drunk.

