

Alcohol energy drinks: Is it time for the alcohol industry to demonstrate some corporate social responsibility?

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Abstract

There is increasing evidence of association between AEDs and both increased alcohol consumption and increased alcohol-related harm. Australia lags behind other countries in researching and regulating (alcoholic and non-alcoholic) energy drinks. Twelve focus groups were conducted with 12-17 year olds in a capital city, regional city and rural city in NSW, Australia. AEDs were popular among teenagers in urban, regional and rural areas of NSW. Adolescents liked AEDs because they provide increased energy while allowing them to feel the effects of alcohol, and because of their similarity to non-alcohol energy drinks and soft drinks. Given the industry's stated position on corporate social responsibility, it would seem timely to reconsider the appropriateness of producing and marketing these products.

Keywords: adolescents, alcohol energy drinks, alcohol industry, corporate social responsibility, Australia