The Ups and Downs of Alcohol Energy Drinks

Public health officials have become alarmed by the newest entry into the world of alcoholic beverages. Alcohol energy drinks combine alcohol, soft drinks, and ingredients such as caffeine and guarana.

The marketing for non-alcoholic energy drinks is largely targeted at teenagers, which is reflected by the 31 percent of 12 to 17 year olds and 34 percent of 18 to 24 year olds reporting regular consumption. Similar marketing strategies have been employed for alcoholic energy drinks—using extreme sports sponsorships, Internet interactions, text messaging, and communication among users on Internet sites such as MySpace and Facebook. In addition, the containers are the same size, shape, and have similar graphics to their non-alcohol cousins. This has led to widespread concern from health and parenting groups.

Studies of the effects of alcohol energy drinks have found that they reduce perceptions of alcohol intoxication but do not alter the actual effects of alcohol on concentration and performance, which means that young people may incorrectly believe that they are capable of driving or engaging in other risky activities. Parents are urged to educate their children about the potential false-sobering effects of alcohol energy drinks.

For queries or further information about this article please contact us.