



Media Release

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CHEAP ALCOHOL ENCOURAGES YOUNG DRINKERS

Coles and Woolworth's should rethink their policy of promoting cheap alcohol, according to the McCusker Centre for Action on Alcohol and Youth. The Director of the Centre, Professor Mike Daube said,

"It is very worrying that Coles and Woolworths, who also control massive liquor outlets, are apparently intent on using cheap liquor as a loss leader".

"There is overwhelming evidence that cheap liquor leads to more alcohol problems. An especial concern is that cheaper alcohol makes drinking easier and more attractive to young people and disadvantaged groups."

"We already have a culture in which our kids are drinking at earlier ages and drinking to get drunk. Every day in WA a young person – some even as young as 12 – is so blindingly drunk that someone has to call an ambulance. 80% of the alcohol consumed by young people is consumed in ways that put their (and others') health and wellbeing at risk."

"When beer and even wines are cheaper than bottled water, we are sending out the worst possible signal to our kids."

"We are today writing to Coles and Woolworths asking them to end their cheap alcohol promotions."

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