



Alcohol Manufacturers Target Women in New Ads

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Alcohol manufacturers appear to have a new target when it comes to marketing their products - women. The ads have caught the attention of Hopkins researchers who say women already begin drinking earlier and more often than men.

The latest research shows that one out of every four women are binge drinking by their senior year in high school and as women grow older, the drinks grow larger. Fourteen million women in the U.S. binge drink 3 times a month, consuming an average of 6 drinks per binge.

Ann Dowsett Johnson is a recovering alcoholic and insists women are at a greater risk than men. "Democratically we're equal. Metabolically we're not, we don't consume and process alcohol the same way," Johnson said. Experts say drinking among underage boys is on the decline, but these new campaigns bring new concern for women. Advertisers are prohibited from marketing alcohol where people under age account for more than 30 percent of the viewing audience, but critics complain that very little is done to enforce it.

In reaction to this story the distilled spirits industry responded by stressing that it is opposed to underage drinking and that it encourages moderation. "The distilled spirits industry is vehemently opposed to underage drinking and we encourage adults who choose to drink – both

women and men – to drink in moderation and to follow the advice of the Federal Government’s Dietary Guidelines," Lisa Hawkins, Vice President, Distilled Spirits Council said. "Millions of women have consumed spirits responsibly for decades and are more than capable of making responsible choices. Approximately half of all spirits consumers are women and this percentage has remained relatively constant for the past 20 years. It is perfectly reasonable and appropriate for spirits companies to develop and market products that appeal to women’s taste preferences and lifestyle choices.”

Read More at: <http://foxbaltimore.com/news/features/top-stories/stories/alcohol-manufacturers-target-women-new-ads-23976.shtml#.Uq9td-J418O>