

The financial and social value of this industry is of importance to both the industry and the country and it is balancing this with the negative costs financially, socially and upon health that is a key question.

One area of heavy drinking occurs when people party all night. Pubs, clubs and bars have a vast turnover of alco-pops which have a trendy and fashionable image which has been created in large part by the advertising. This is a reflection of the impact this can have on a product.

#### Binge Drinking

However, there is no benefit to the industry of the reputation attached to heavy and/or abusive consumption.

Many people will break their intake of these preferred drinks during the course of the night due to the level of alcohol consumed as opposed to wanting a change from the drink. This means that the industry could easily achieve 1, 2 or 3 more sales in an evening pp within this target audience if the high level of alcohol was not as great an issue.

Therefore, it should be acknowledged that not only is the high level of alcohol for many the appeal of the product but is also, for those out for the night a drawback from its continual consumption

#### NEW PRODUCT

It is with these two elements in mind that there must be a win/win situation for the industry.

There is a potential to develop a cousin to the alco-pop of the reduced alcohol level, say 2.5 or 3% which is marketed at the long-haul Partygoer, those who are out on the tiles all night, the nightclubber etc. who once they have achieved a relaxed frame of mind from their preferred choice may want to slow the alcohol intake but not the fluid intake and switch to this proposed new cousin.

Is there a potential of NEW PRODUCT and this target audience around which the message of fun/partying and sensible drinking could all be attached?

I hope this provides some food for thought and perhaps generate debate.

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