

Confused about the difference between a soda, an energy drink, and an alcoholic beverage?

B E W A R E !



Brand recognition training begins early with alcohol.

Project STAT
Napa County Office of Education
Napa CA
jtitle@ncoe.k12.ca.us

Students Take **ALCOHOL** Alcohol to Task **MAKING A DIFFERENCE**

- Three-Point Plan for Targeting Youth
1. Create brand confusion with nonalcoholic versions
 2. Provide a cheap alternative to mixing energy drinks with alcohol
 3. Deploy youth-friendly grassroots and viral marketing

Be observant and become educated on what young people may be drinking.

B E W A R E !



These "green tea" drinks contain alcohol.



Scientific research in both Asia and the west is providing hard evidence for the health benefits long associated with drinking green tea. Smirnoff is capitalizing on this and marketing "the taste of a naturally brewed iced tea gone crazy. A taste of green tea. A hint of lime flavor. A kick in the taste buds."* WITH alcohol, of course.

*Source: Product Website

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Want to know more?
Check product websites—**SHOCKING!**

To participate in Napa County efforts to reduce Underage Drinking, contact 707-253-6812 or www.catalystcoalition.com



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