

Learning from Big Food: How the Alcohol Industry Spins its Products and Healthy and Nutritious

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Recent Alcohol Trends

- **All-natural, whole-fruit spirit products:** Images of fruit and words such as “natural,” “fusion,” and “fresh.”
- **Fitness-friendly beers:** Low-cal, low-carb beers, advertising targets athletic drinkers.
- **Organic alcohol products:** Brands introducing organic varieties while continuing non-organic lines.

Food & Natural Claims

Natural junk foods



Calories in one serving: 150 (90 fat)

10 grams of fat, 150 mgs sodium



**SKYY INTRODUCES
THE NEXT EVOLUTION
IN VODKA. THE REAL
FRUIT TASTE OF ALL
NATURAL FLAVORS.**

GO NATURAL.



Why all-natural?

“The all-natural positioning is important. It plays into the trends that are happening in the beverage category as a whole, and fits into consumers’ needs at this time.”

- Lisa Pope, Pope Consulting, May 6, 2008



Natural, whole-fruit spirits

- Flavored vodkas launched in 1986
- “Fusions” introduced in 2004
- “Infusions” and “All-natural” gain momentum in 2008



Skyy Infusions: “True to Fruit Experience”



“All-natural is what’s hot right now, across the food and beverage industries...”

We utilized a proprietary infusions process to create an all-natural product featuring 100 percent real fruit and premium SKYY Vodka.”

– Kirsten Van Sickle, senior brand manager at Skyy Vodka

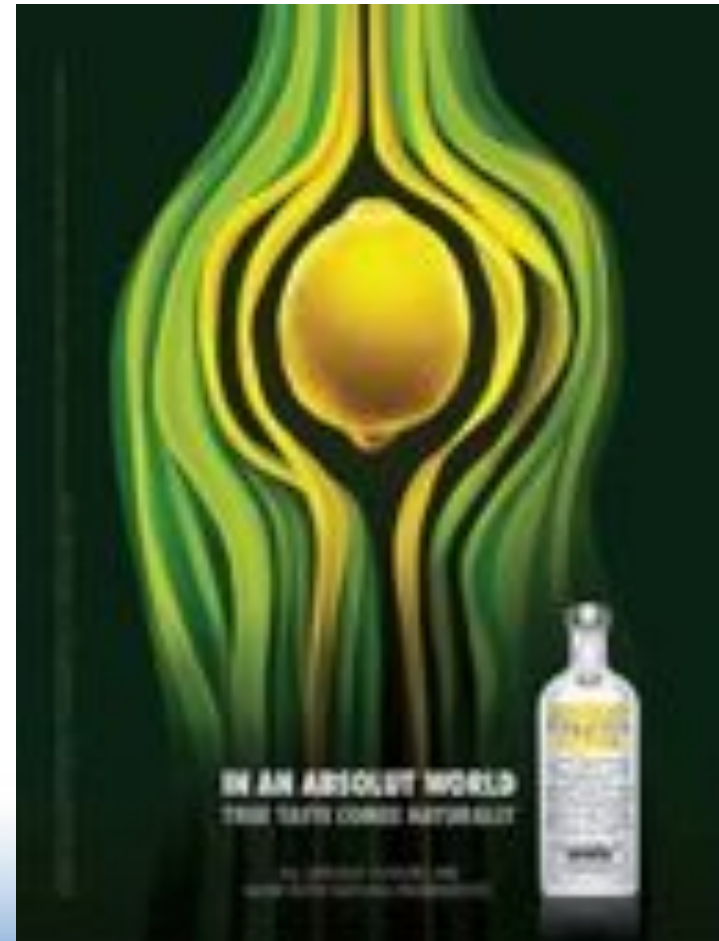
Fruit image boosted purchase intent 23%, “natural,” 33%



Absolut: “Streams” campaign

Streams of color are meant to emphasize the natural fruit flavors, according to a brand representative.

Citron product pre-dates “natural” ads, by 10 years, so what changed?



IN



**IN AN ABSOLUTE
WORLD, TRUE
TASTES COMES
NATURALLY**



Finlandia Grapefruit Fusion

**“Nature has a
flavor all its
own.”**





FINLANDIA ALL NATURAL TANGERINE FUSION

**“Enjoy a refreshing slice
of Finlandia”**

“Finlandia is so fresh and natural,
it smells like the tangerines came
straight from the tree and into the
bottle...”

Fragoli Wild Strawberry Liqueur



Fragoli's alleged health benefits

“In a recent scientific study, researchers found that the addition of ethanol...boosts the antioxidant nutrients in strawberries and blackberries.

Coincidentally, this news speaks directly to Fragoli's target customer, women.”

- Fragoli press release, September 2007



Health-Promoting Beverages

SPORTS DRINKS



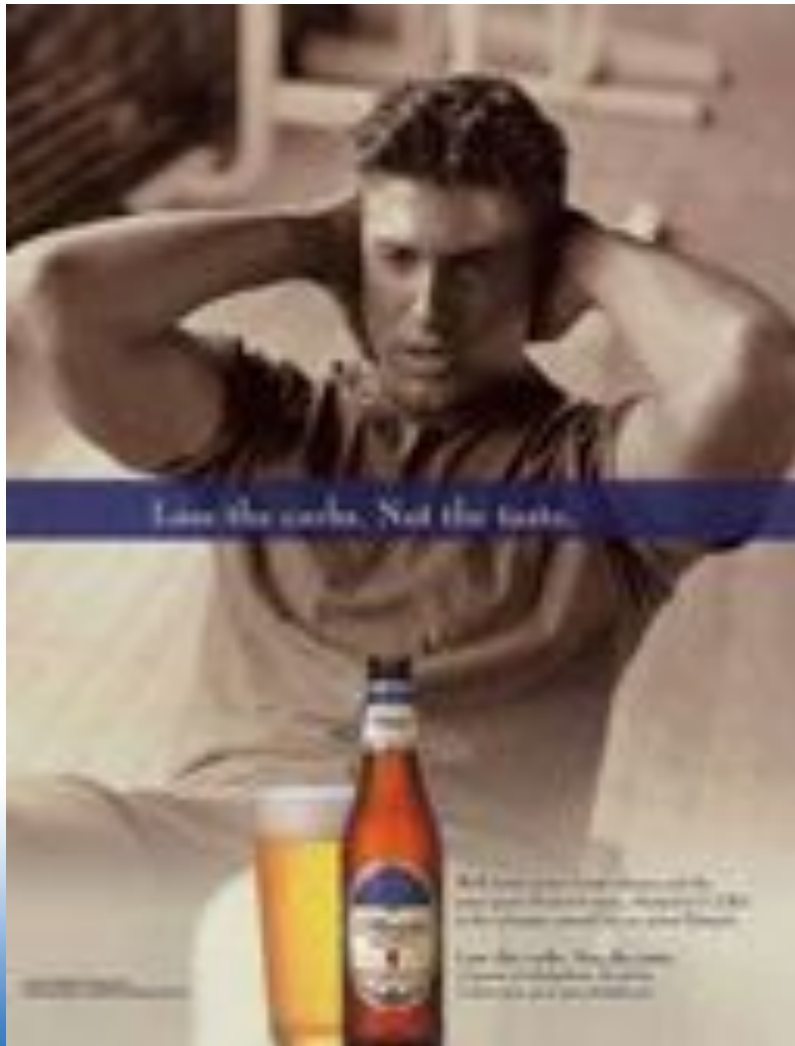
ENERGY DRINKS



FITNESS WATERS



Fitness-Friendly Beers



- Michelob Ultra:
95 calories / 2.6 carbs
- MGD 64 (Miller):
64 calories/ 2.4 carbs
- Bud Select 55 (new):
55 calories/ 1.9 carbs

Fed rule: under 7 carbs ok for
“low-carb” claim.



Big Food Nutri-washing



PEPSICO



Michelob Ultra: “Smart Choice”



Big Food & Sports Figures

Coca-Cola hijacks Lance Armstrong



Michelob Ultra's new face: Lance Armstrong



- Sponsorship deal announced October 6
- Two TV commercials scheduled to air in 2010
- Image will appear on packaging and in print, outdoor, and in-store ads
- Terms of the deal are not being disclosed



“Get Up. Get Out. Get Going.”



Lance Armstrong on the set of a Michelob ULTRA commercial shoot. The ad, titled "Little Bumps," is scheduled to air in 2010.

“Having dominated a sport that requires such a physical commitment, Lance is the perfect athlete to connect with adult beer drinkers who lead active lifestyles.”

- Michelob Ultra Web site



MGD 64 Running Sponsorships

Free cold one for everyone who finishes race



- Nashville
- San Diego
- Seattle
- Chicago
- Virginia Beach
- Philadelphia
- San Jose
- Denver
- San Antonio
- Las Vegas
- Phoenix



MGD 64: “A tasty contradiction”



Online weight-loss program sponsored by Miller's MGD 64, 2009

> *Men's Fitness*

> *Shape Magazine*

Misleading ?

Deceptive ?

Latest....protein vodka



THE WORLD'S FIRST PROTEIN INFUSED ULTRA PREMIUM VODKA

The protein used in the Devotion Vodka blend is PeptoPro® and casein. PeptoPro®, which was developed by DSM Food Specialties with the Dutch Olympic Committee is a recovery ingredient for fast muscle refueling. The target was to give the Dutch Olympic athletes a competitive advantage at the Olympic Games in Athens in 2004...it won the Health Ingredient Europe Award for the best health ingredient innovation in 2004.

(80 proof, 40 % ABV)



Organic Alcohol Products



Blue Ice vodka ad



“Premiering soon...
another Blue Ice
premium American spirit”



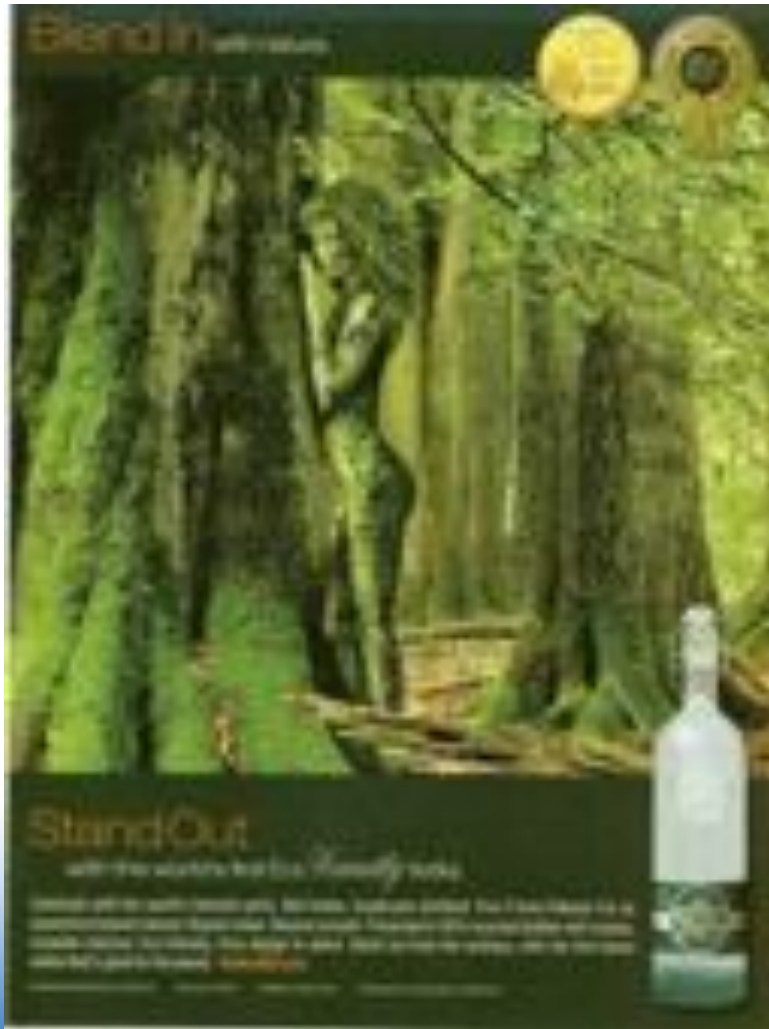
Blue Ice vodka ad, part 2



“Now you can enjoy Blue Ice vodka two ways...”



360 Vodka - “Blend in with nature”



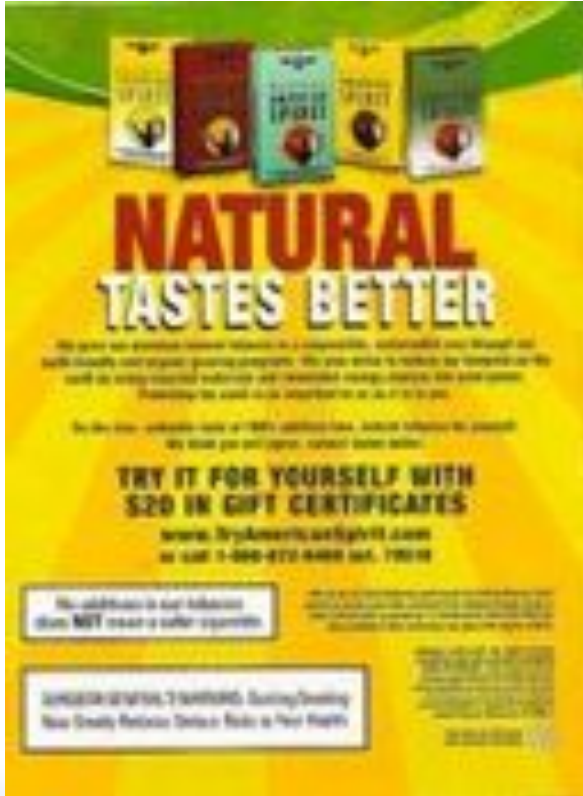
“the world’s first eco-friendly vodka...”

“beyond natural,
beyond clean,
beyond smooth.”

“first luxury vodka that’s
good for the planet.”



Not to Leave Out Tobacco



Natural American Spirit

“responsible, sustainable,
earth-friendly, organic,
authentic, additive-free”



Future Alcohol Trends

- **All-natural, whole-fruit spirit products:**

Flavored vodkas are growing at twice the rate of traditional vodkas; 2008 - 120 flavored vodkas and 40 different flavors.

- **Fitness-friendly beers:**

Bud Select 55 – “lightest beer in world,” in 15 test markets, “to complement lifestyles.”

- **Organic alcohol products:**

Possible slow-down with economy, sure to come back, niche market, greenwashing.



Feedback and Suggestions?

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