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Alcohol Industry

Recommendation 1: Voluntarily limit alcohol advertising and promotional services.

Purpose: Modify the drinking environment

Manufacturers and retailers could voluntarily limit alcohol advertising and promotional services. This includes limiting alcohol advertising on television, radio, and in print, and limiting alcohol advertising on billboards, transit, and other outdoor advertising.

Recommendation 3: Define and regulate the use of growlers.

Purpose:

Wine and beer retailers should limit the use of growlers. Growlers are reusable containers used to transport beer and wine. They are often used to transport alcohol from a retailer to a consumer's home, where they are often consumed in a private setting. This can lead to increased alcohol consumption and associated health and safety risks.

❖ Allow