

The Seven Key Messages of the Alcohol Industry

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Abstract

The alcohol and tobacco industry sell products that can be dangerous to our health. For this reason, governments take action by, for example, raising taxes, enforcing age limits, prescribing warning labels and restricting advertising and sponsoring.
Literature shows that the 'industry' - the alcohol and tobacco companies - have traditionally worked closely together, sharing information and concerns about regulation. They have used similar arguments to defend their products in order to prevent or delay restrictions being placed on them (Bond, et al. 2010).
The intention of this brochure is to inform professionals about the attempts made by the alcohol industry to influence alcohol policy globally and to subsequently arm them against the industry's methods to prevent effective policies from being made.

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