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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 the use of alcohol in advertising and promotional services, such as sponsoring events, providing alcohol to employees, and providing alcohol to customers.

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 retailers to homes, which can increase alcohol consumption and related harm.

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