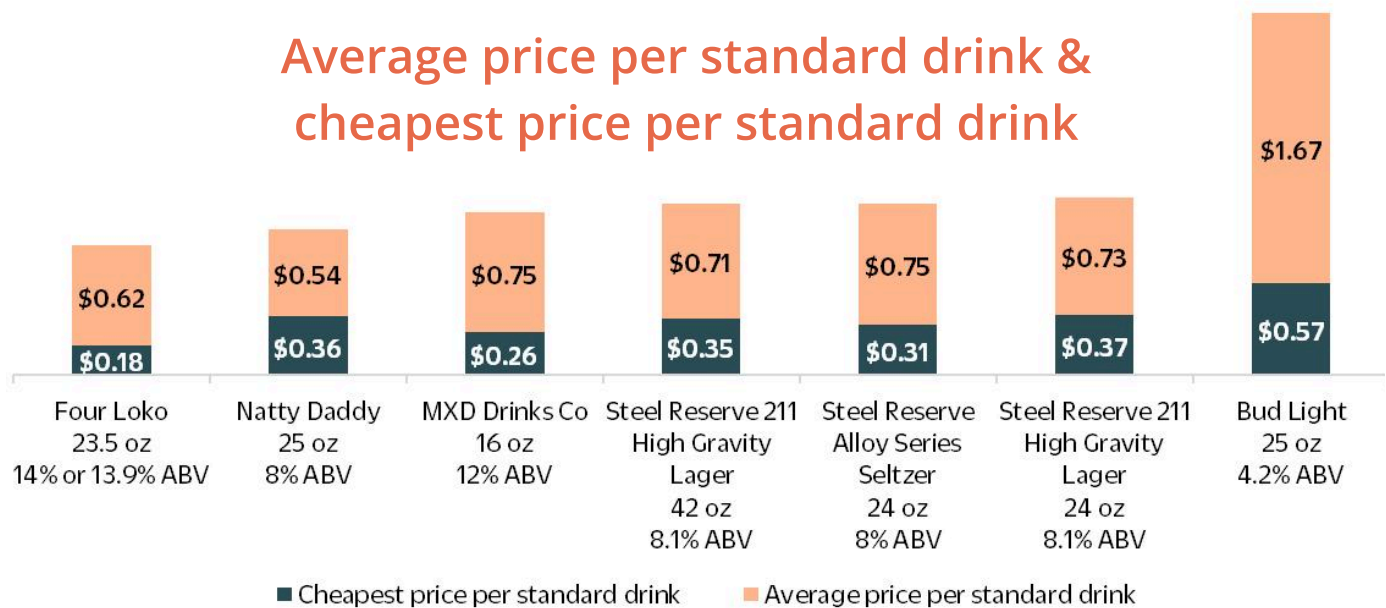


# Alcohol Availability & Pricing of High Risk Products

## Findings from the 2025 RAD Collaborative

The price of alcohol is one of the biggest determinants of disease and death. Supersized alcopops have large volume, high ABVs, are often inexpensive, and are sold in the types of stores young people frequent.

According to 2,017 store assessments completed in 15 states, the price for one standard alcoholic drink averages 80 cents. Among some of the highest risk products, the price for a standard alcoholic drink averaged:



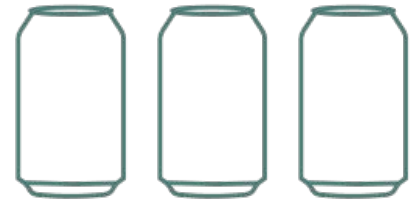
As the volume and ABV of alcohol products increase, price often decreases. Increasing price and restricting availability of alcohol products are effective policy strategies. Increasing **excise taxes** increases the price of all alcohol products. Increasing **strength-based taxes** increases the price of some of the most risky ready-to-drink products.

## Most available risky ready-to-drink alcohol brands

1. Bud Light: 1,634 (81%)
2. Fireball: 1,167 (58%)
3. Four Loko: 802 (40%)

## How cheap is alcohol in our community?

17 standard  
drinks for <\$11



For less than \$11, you can buy 3 Four Lokos. For the same price, you can buy 4 Coca-Colas.

### The 4 Ps of Marketing



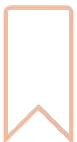
**Product:** High-ABV, single-serve ready-to-drink beverages like Four Loko contain over 3, and sometimes upwards of 5.5, standard drinks in one container. These products are inexpensive, strong, and often packaged with youth-appealing designs.



**Price:** Some high-ABV products cost as little as \$0.18 per standard drink--cheaper than bottled water or soda. Most average under \$1.00 per standard drink.



**Place:** These products are widely available across gas stations, as well as convenience, grocery, and liquor stores, often in refrigerators next to sodas and energy drinks. Four Loko, Bud Light, and Steel Reserve are frequently available.



**Promotion:** Alcohol is commonly promoted through bulk deals that require buying multiple containers to receive a discounted price, like "2 for \$7." Bud Light (24.4%), Steel Reserve (23.1%), and Four Loko (21.5%) were among the brands that most commonly had promotional pricing.

