



Study Ignores Reality

Wellington, January 13 2017

A just released study on alcohol advertising at sporting occasions has ignored what is really happening to drinking in New Zealand.

“The study basically says that young New Zealanders’ exposure to alcohol signage at fixtures like cricket and tennis internationals is excessive and that this leads to harmful consumption.

“This could not be further from the truth,” said Spirits New Zealand Chief Executive Robert Brewer today.

“Official Ministry of Health research continues to confirm that harmful drinking among younger drinkers in New Zealand is coming down and has been for some time,” says Mr Brewer.

“Young people are choosing to drink less, to start drinking later in life and not to binge drink – something which the study has chosen to ignore,” he said.

“And overall the amount being drunk continues to fall in New Zealand so to say that exposure to alcohol brands at sporting events is somehow increasing harm is simply not true.”

Mr Brewer said that official figures show that 80% of the drinking public drink socially and responsibly.

“We all need to monitor how much we drink and make sure we drink moderately and stay safe and social.”

ENDS

For further information contact Robert Brewer on 021 505044

Robert Brewer is Chief Executive of industry association Spirits New Zealand and is a Board member of The Tomorrow Project – a joint industry-funded charity established in 2012 with the objective of helping to create a moderate drinking culture by providing the facts, tools and experiences drinkers need to stay safe and sociable when they’re drinking (see www.cheers.org.nz). The Tomorrow Project partners are the Brewers Association of Australia and New Zealand, Spirits New Zealand and New Zealand Winegrowers.