



Drinking Statistics Heading in the Right Direction Massey University Seems to Ignore Official Statistics

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Current official statistics confirm that most of us are drinking less and younger drinkers are drinking more responsibly.

“Unfortunately researchers from Massey University seem to have ignored Ministry of Health research and instead have tried to paint a different picture in a public statement made today,” said Spirits New Zealand Chief Executive Robert Brewer.

“In this statement they also say industry tries to hide the health implications associated with drinking too much. Again it seems that the Massey University researchers don’t do their homework as I have made a number of public statements, as have my colleagues around the world, categorically stating that drinking too much is linked with health problems,” Brewer said.

“The fact is there is a raft of verifiable and independent research available for everyone’s scrutiny that shows that light to moderate drinking, as part of a normal healthy lifestyle, has a number of health benefits. And, again for the record, there is also independent and verifiable research that shows that if you drink too much over a period of time your risk of getting certain cancers and other chronic illnesses increase.”

The Massey University researchers have also claimed that the industry profits mostly from heavy alcohol consumption.

“I have not seen the research stated as being evidence for this claim but can say this is simply untrue. If you consider that official statistics clearly state that 80% of us drink moderately and responsibly then the researchers’ claims simply don’t stack up.

“I welcome being able to review the Massey University work,” Brewer said.

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