

Stable Per Capita Beverage Alcohol Consumption Over Past 30 Years

August 24, 2020

bw166

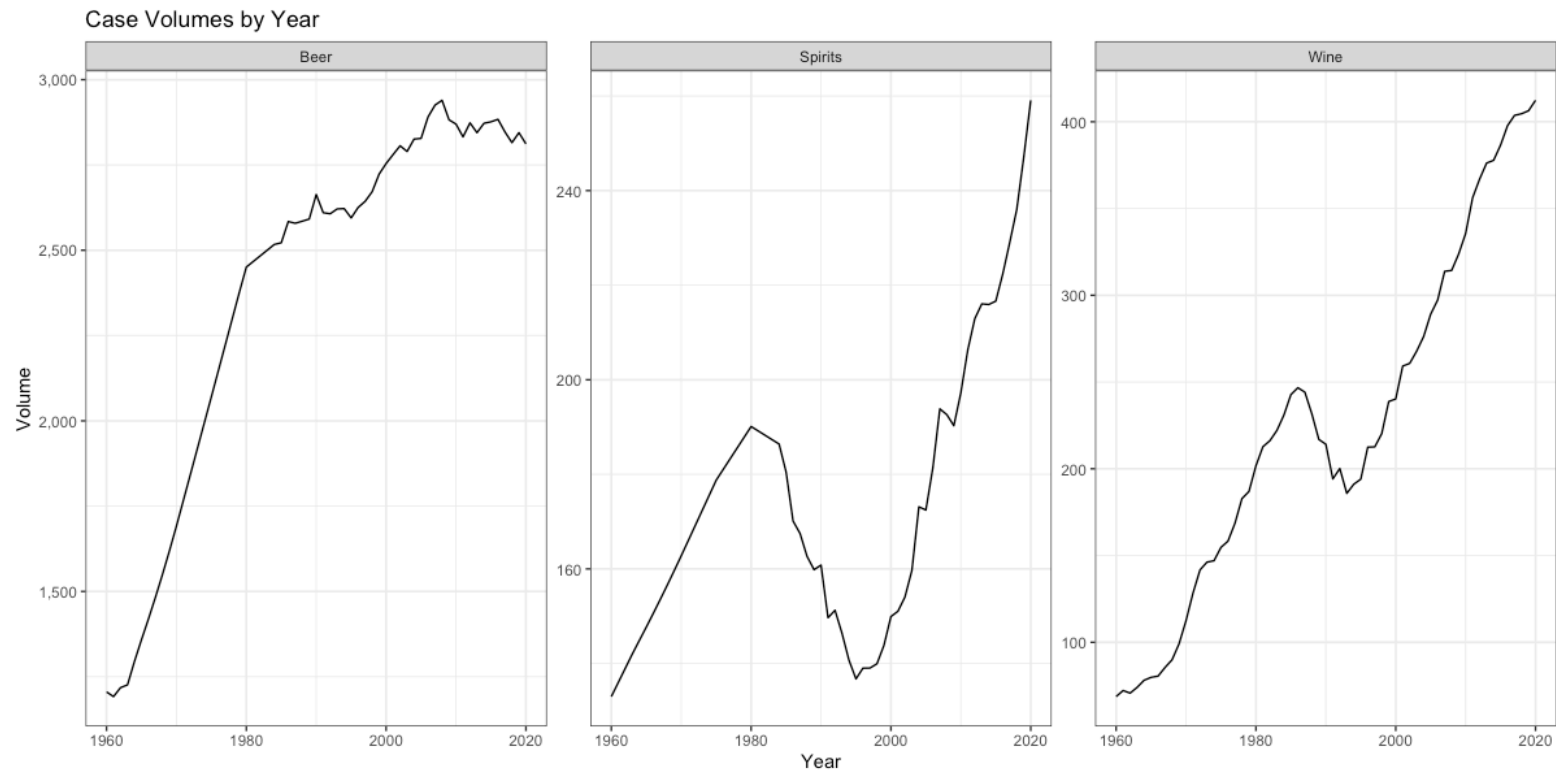
Executive Summary

- Currently, there is a proposal to modify the U.S. Dietary Guidelines which includes reducing the definition of moderate drinking for men from the current recommendation of up to two drinks per day to no more than one.
- The committee cited evidence that alcohol consumption in the U.S. has increased the past 20 years.
- However, servings of beverage alcohol per legal drinking age adult (LDA, 21+) have been relatively stable since 1990 and are comparable to the levels of 1960.
 - The NIAAA data that the Committee cites uses a 14+ Population base for their computations.
- Despite this stability, the Committee is recommending a 50% reduction in recommended alcohol consumption. If the purpose of using a comparison of the NIAAA data with the population 14+ was to either address underage drinking or binge drinking, the dietary guidelines do not seem the appropriate way to address these challenges.
- bw166 projects servings across all channels grow between 1% and 2% in 2020. Comparatively, the LDA population will increase by 1.1%. Again, showing stability in overall servings per capita.

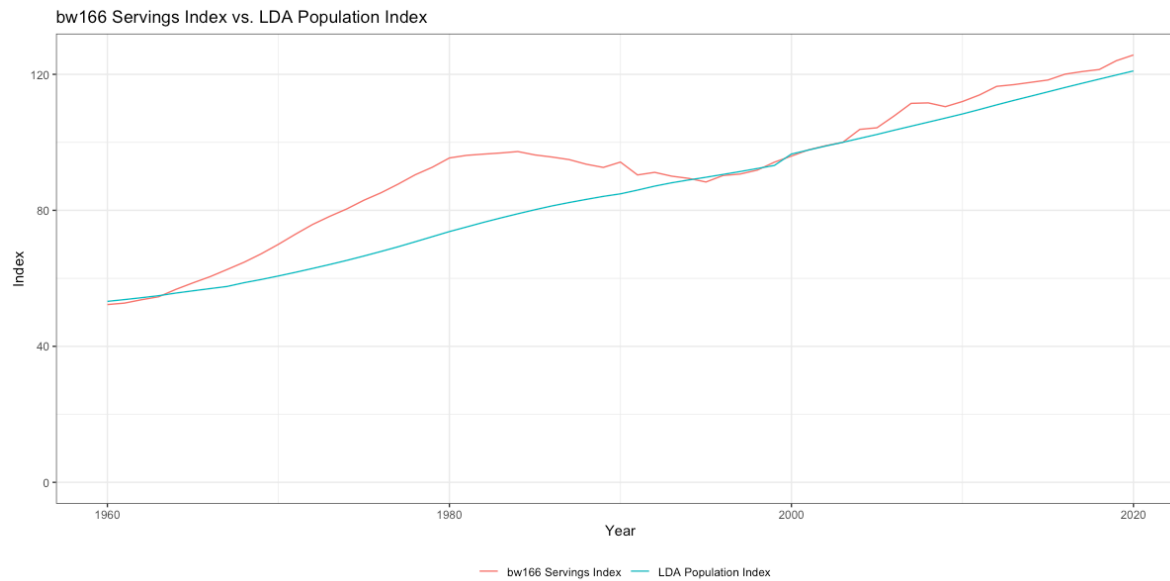
bw166 Data Methodology

- National tax paid volumes are tracked annually from 1960.
 - The national data has been correlated with cumulative state level data. The variances average a maximum of +/- 2% per year.
 - 2020 has been estimated based on On-Premise and Off-Premise trends.
- Volumes represented as 2.25-gallon cases for Beer and 9-liter cases for Spirits and Wine.
- Servings are calculated as follows:
 - 12 ounces of Beer
 - 5 ounces of Traditional Wines
 - 12 ounces of Wine Coolers
 - 12 Ounces of Cider
 - 1 ½ ounces of Spirits
- Legal Drinking Age (21+) population is sourced from the U.S. Census Bureau.

Historical Volumes of Beer, Spirits, and Wine

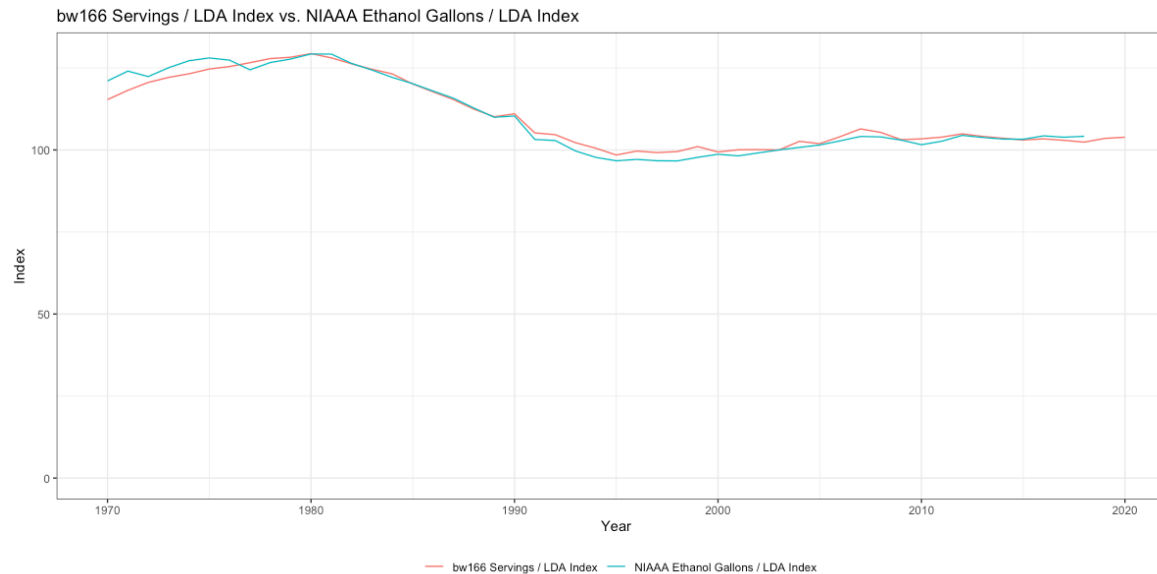


Growth in LDA Population and the bw166 Servings Index



- The bw166 Servings Index has roughly grown in line with population growth since 1990.
- bw166 estimates that Servings / LDA will remain stable in 2020 as the reported increases in Off-Premise channels are offset by declines in the On-Premise channels.

LDA Per Capita bw166 vs. NIAAA Index Comparison



- When normalizing the NIAAA data to an LDA population, the results are in alignment with bw166 and again show stability.
- Coincidentally or not, the NIAAA's usage of 1995 for the base year of their analysis just happens to be the lowest level within that dataset.