



**Put In Your 2¢ Worth...**  
**About 2¢ a drink yields \$44 million annually to reduce the impact of alcohol problems in Missouri.**

**Question:**

*In a recent statement opposing excise charge legislation, an Anheuser-Busch spokesperson says that “the vast majority of beer drinkers enjoy our products responsibly and in moderation.” (1) Is he talking about the company’s “best customers”?*

**Answer:**

Not the way “best customers” are usually defined. Common sense tells us that a company’s best customers are normally those that buy the largest quantities of the product over time. Many binge drinkers place themselves and others at high risk for alcohol-related problems, as dramatized by high BAC levels reported in car crashes that result in deaths, and students who die of alcohol poisoning. A tremendous number of people whose patterns are less extreme, but who consume large quantities over long periods of time, also harm themselves and others.

**MISSOURI ALCOHOL IMPACT FACT #10**

The industry generally does not define “responsible” or “moderate” consumption in its advertising, though it does express concern about drunk driving and underage drinking. One beer industry website presents Guidelines which suggest limiting intake to two drinks per day for men and one drink per day for women. It also lists those who should not drink at all. (2)

If that is used as a definition, each responsible and moderate male beer drinker in Missouri pays no more than \$4.38 per year, and each female beer drinker pays no more than \$2.19 per year in state excise charges, at the current rate, which amounts to \$0.006 per 12 ounces (6 cents per gallon). (3)

The proposed “impact fee” (18 cents per gallon) would mean an additional \$13.14 per year or \$1.10 per month for male beer drinkers, and \$6.57 per year or 55 cents per month for female beer drinkers. This assumes *daily* 12-ounce beer consumption (2 for men; 1 for women) for 365 days, and the fee being passed on to the consumer.

(1) Rod Forth, in the St. Louis Post-Dispatch, 1/13/05.

(2) <http://www.heineken.com/usa/cc/responsibly/default.aspx>. Based on U.S. Dietary Guidelines issued by the Departments of Health and Human Services and the Department of Agriculture, 2005.

(3) Based on data provided by the Missouri Division of Alcohol and Tobacco Control, Department of Public Safety, 2004.

**For more information call one of the Missouri’s Alcohol Impact Coalition members below:**

Alicia Ozenberger  
Missouri’s Youth Adult Alliance  
573/635-6669  
[aozenberger@actmissouri.org](mailto:aozenberger@actmissouri.org)

Gerrit DenHartog  
Community Activist/Alcohol Policy Consultant  
573/893-5448  
[gdenhartog@sprintmail.com](mailto:gdenhartog@sprintmail.com)

Angela Hirsch  
MADD-Jefferson City  
573/636-2460  
[madd-ed@earthlink.net](mailto:madd-ed@earthlink.net)