



Talking Points

About us:

- We are a diverse group, but tend to be highly-educated and professional people. Many of us have children.
- At the heart of this campaign is the desire of Alabama citizens to have more variety and higher quality beverages to choose from. If all we was wanted was “more alcohol”, there are more than enough products to satisfy that desire currently for sale in Alabama.
- These beers are NOT appealing to underage drinkers. They are expensive and many have intense flavors that make them undesirable for kids looking for a quick buzz.
- This will make Alabama a more desirable tourist destination.
- Untold dollars currently being spent by Alabama residents on craft beer in neighboring states will get redirected to Alabama businesses. This is good for our economy.

Benefits and issues:

- The North Carolina chapter of MADD remained neutral throughout that state's campaign to lift its 6% ABV limit.
- Georgia raised its 6% ABV limit in 2004. 300 new craft beers entered the market.
- All the Alabama breweries want this law to change. Most restaurants, bars, and grocery stores will welcome the opportunity to sell higher quality beers.

Statistically speaking:

- Medical research has shown the long term beneficial health effects of moderate regular consumption of beer and wine – see http://nd.essortment.com/beerhealthbene_ryq.htm
- According to the CDC, the beverage of choice for underage drinkers is overwhelmingly hard liquor, not beer – <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5629a3.htm>
- If there were any problems associated with high ABV beer, why aren't other states lowering or imposing an alcohol limit on beer? 47 other states are doing just fine with much higher limits or no limit at all.
- The states that have recently lifted their limits have had no harmful effects.
- Drunk-driving deaths have NOT increased in the years since Ohio raised its limit in 2002.