

I am writing to state my opinion on how the tax on Ready to Drink's has affected me and what my observations have been as a young adult targeted by the tax.

The underage drinkers I see do not have the cash to buy ready to drinks, and this was before the tax. The majority chip in with friends to buy what they think will get them drunk quickest – this being bottles of spirits, small 'throw down' beers, and most frequently cask wine. If this tax is made permanent, a reduction in underage drinking will not be the result.

I am in the primary audience for RTD marketer being a female aged 22. I used to purchase a four pack of premixed drinks when I was heading out for the night, or to keep in the fridge and consume over a few days. They were convenient and are what I prefer taste wise, not enjoying the taste of strong alcohol. Since the tax was imposed, the best financial option for me is to buy a bottle of spirit and mix my drinks myself when I go out. Whilst it is a pain to carry around a big bottle of spirit and a large soft drink to mix with now compared to previously taking four small bottles, it is more important and obvious that the last thing this tax is doing is reducing binge drinking. Having bottles of spirits around increases people doing shots and not be able to stick to standard drink sizes. I am not alone in switching to purchasing spirits instead of premixed drinks as I know of many others that now do the same.

I believe if the government was serious about avoiding binge drinking it would be looking more at taxing the wine industry, imposing stricter measures at bars/clubs and introducing better health education programs in high schools.

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