

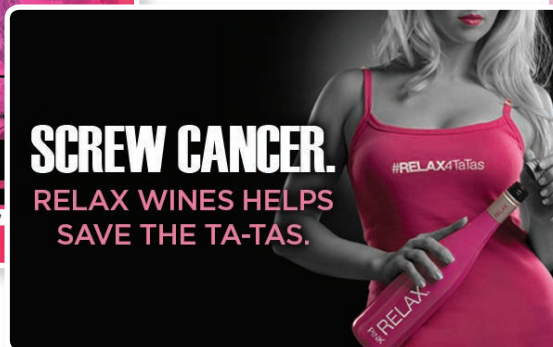
Pinkwashed Drinks: Problems & Dangers

An Alcohol Justice Brief

Pink ribbon campaigns for breast cancer awareness are an industry unto themselves, with hundreds, even thousands of products including clothes, cosmetics, food, and beverages. Some companies market pink ribbon products while producing and/or selling products associated with breast cancer – an activity coined by Breast Cancer Action as pinkwashing. As alcohol is a known and avoidable contributing factor for breast cancer, we sought to explore the existence of pinkwashed alcohol products.

Our study found campaigns for pink ribbon alcohol products, and some breast cancer charities in promotional philanthropic relationships with alcohol corporations. We documented and analyzed examples of alcohol products developed for, and marketed with, pink ribbon and breast cancer awareness campaigns. Our results included promotional materials for 17 brands of various pinkwashed alcohol: flavored malt beverages, beer, wine, and spirits.

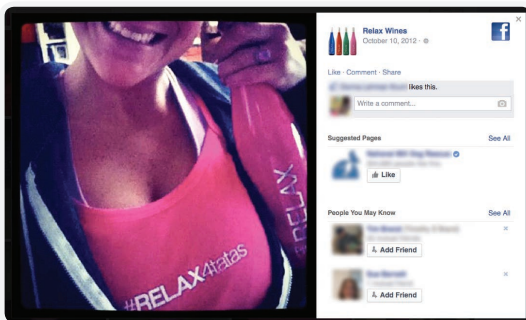
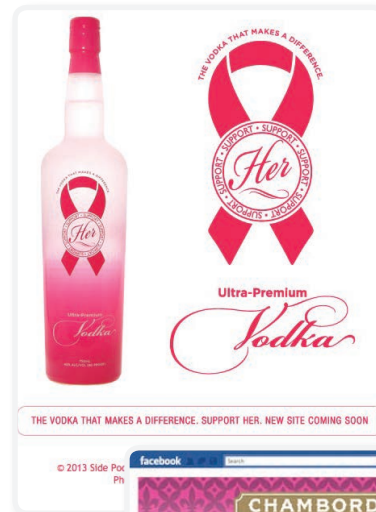
- Althea beer (Weyerbacher Brewing Co.)
- Barefoot wine (Gallo)
- Beringer wine (Treasury Wine Estates)
- Chambord vodka (Brown-Forman)
- Chateau St. Jean (Treasury Wine Estates)
- Cleavage Creek wine
- Global Journey wine (Mt. Vernon Winery)
- Happy Bitch wine
- Korbel wine (Brown-Forman)
- Ménage a Trois wine (Trincherro)
- Mike's Hard Lemonade Limited Edition Pink (Mark Anthony Group)
- ONEHOPE California Chardonnay, October Collection
- PYNK Ale (Yards Brewing Co.)
- RELAX Pink wine (Schmitt Sohne Inc.)
- Saison de Rose beer (Free Will Brewing Co.)
- Support Her vodka (Cottage Grove/Side Pocket Distillery)
- Sutter Home wine (Trincherro)



PROBLEMS WITH PINKWASHED DRINKS

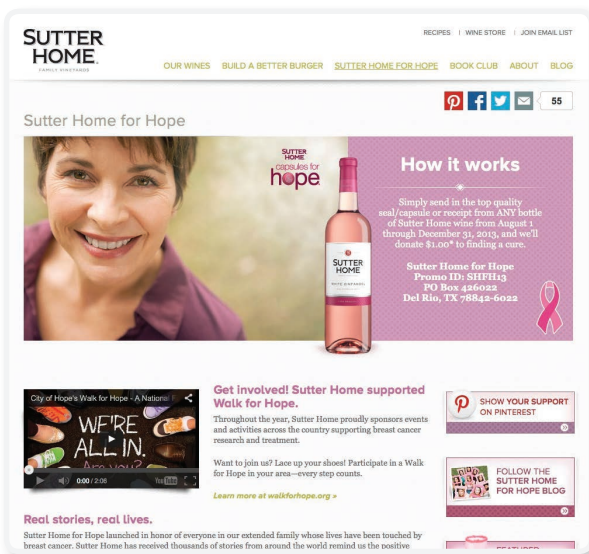


- Stories dedicating pink ribbon alcohol products to family or friends of the company who have been diagnosed with breast cancer.
- Celebrity breast cancer survivors representing pinkwashed alcohol and eliciting brand engagement with sweepstakes or contents.
- Pinkwashed alcohol brands sponsoring charity fundraiser events.
- Pinkwashed alcohol campaigns conducted primarily, or entirely, with user engagement on social media.
- Sexually provocative images and phrases selling pinkwashed alcohol.

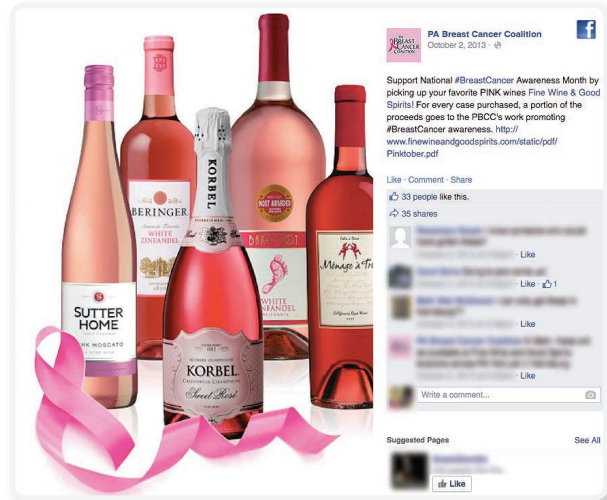


RISKS OF PARTNERING WITH PINKWASHED ALCOHOL BRANDS

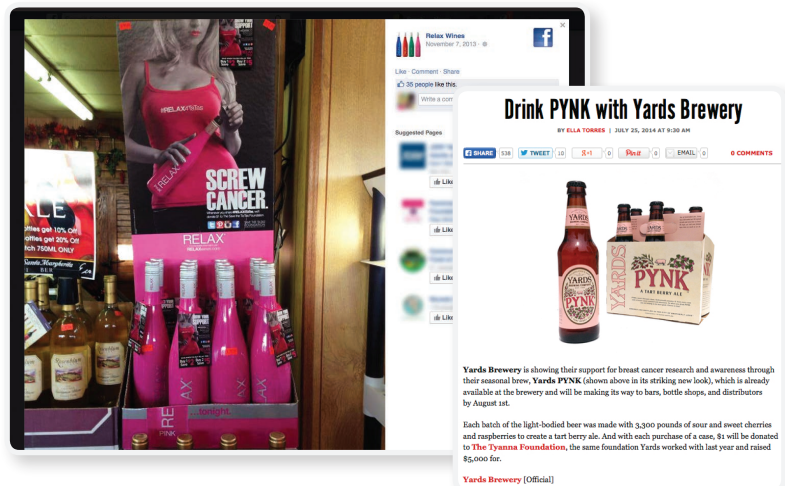
- Extends the potential to increase sales of a carcinogen; enhances marketing opportunities for the alcohol products by linking the alcohol brand to charity networks, volunteers, and adherents.
- Extends the marketing reach of pinkwashed alcohol to young women, many of whom may already drink at risky levels.



- Devalues prevention messages about drinking and cancer risk by linking the volume purchased (consumed) with the amount donated to charity.
- Undermines efforts by charities that do not engage in corporate relationships (fundraising, sponsorship) with alcohol industry.



Alcohol is a known, avoidable contributor to breast cancer.



Alcohol Justice recommends that the alcohol industry mitigate breast cancer risk, not contribute to it.

We recommend:

Alcohol producers, wholesalers, retailers, and marketers/advertisers

- Refrain from producing and selling pinkwashed products and campaigns.
- Include restrictions on pink ribbon campaigns in voluntary industry advertising guidelines.

Local, state, and federal regulators

- Refrain from supporting and partnering with the alcohol industry on breast cancer campaigns.
- Where applicable, restrict pinkwashed products and campaigns.

Leaders of charities doing breast cancer research, treatment, and/or prevention

- Refuse marketing and sponsorship arrangements that promote alcohol products and/or consumption.
- Adopt clear policies regarding how, if at all, the charity will engage with the alcohol industry.
- Join with public health and policy advocates to clearly separate alcohol marketing from cancer.

When breast cancer charities partner with pinkwashed alcohol brands, it extends the potential for increased sales of a carcinogen.

This summary brief was prepared with information analyzed and written by Sarah Mart, MS, MPH (Alcohol Justice, San Rafael, CA) and Norman Giesbrecht, PhD (Centre for Addiction & Mental Health, Toronto, Ontario).

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