

FACT SHEET ON KEG REGISTRATION

It is illegal for an adult to purchase alcohol and provide it to minors. There is a concern that adults are purchasing kegs and making them available to underage drinkers. In an effort to deter underage drinking, keg registration would involve tagging each keg with an ID number and having the retailer record that ID number with the consumer's signature. If the keg is found, it can then be traced back to the purchaser. However,

- Only **9%** of the total volume of beer sold in the U.S. **is sold in kegs**. Most keg purchases go to on premise accounts. (Beer Institute, 2001, "Package Mix Study")
- There is no scientific evidence that keg registration reduces underage drinking or access to alcohol. The U.S. Department of Health and Human Services in its 10th Report to Congress on Alcohol and Health (2000) included keg registration in its study from MN and WS. The study failed to yield any statistically significant effects on underage drinking.
- The small percentage of kegs that end up at "keggers" in states with keg registration are often abandoned to avoid prosecution. This drives up the cost for responsible consumers.

Twenty-two other states currently employ keg registration. Yet, these states have not observed a decrease in the sale of beer or an effect on underage drinking statistics, why?

- Keg registration is easily circumvented. Underage drinking can switch to **other forms of packaging** including cases of beer, wine or hard liquor. Anecdotally this has been the case in other states that employ keg registration.
- The majority of kegs are purchases for legal use – special events such as civic and church functions, or charity events.
- Kegs are not the "cheapest" drink on the market anymore. There are liquors and wines that provide a lower cost per drink.
- Keg registration sales may not be affected because of a national trend of increasing popularity for mixed drinks and wines among consumers.

Keg registration burdens our retailers without yielding any true outcome measures. We believe it is better to invest in other tools that directly impact underage drinking and underage access to all alcoholic beverages. Alternative measures that specifically target this concern are:

- Place the burden on the teens and adults who are illegally providing alcohol** in the first place and not on law-abiding consumers and retailer. This can be achieved through: increased penalties for underage drinking such as suspension of driver's license upon the first alcohol offense and more effective sentencing for adults supplying alcohol illegally.
- The proliferation of educational materials for families, universities and retailers. Invest in proven tools to deter the acceptability underage drinking and **encourage responsible behavior in teens and adults**.