

# Alcohol Industry 101: Understanding the Major Players

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**Alcohol Politics Panel**  
**APHA Annual Conference**  
**November 6, 2007**



# Marin Institute - Strategies

- Expose the alcohol industry's harmful products, promotions, and practices
- Research viable policy strategies for reducing alcohol-related harm
- Support community action, coalitions, and campaigns to counter irresponsible industry behavior
- Proper framing of the issues

# Corporate Tactics

- Consolidate into transnational firms
- Key to success: gets kids hooked
- Public Relations – blame parents
- Form lobbying and front groups
- Lobbying – undermining policymaking
- Use philanthropy as PR tool

# The Biggest of Big Alcohol

- Top 3, make that 2, Beer Corporations



- Two Largest Spirit Conglomerates



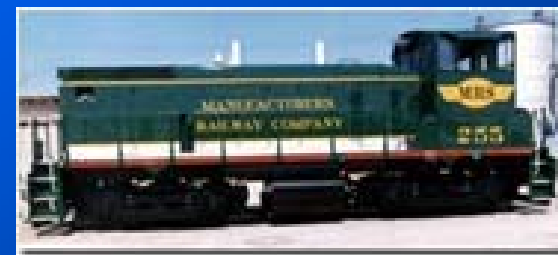
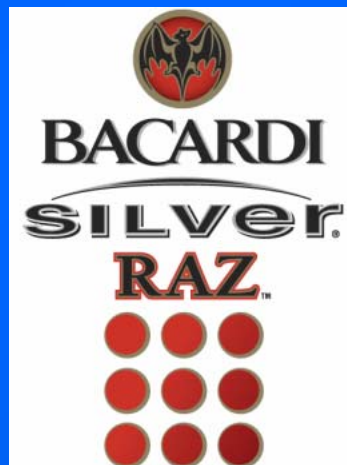
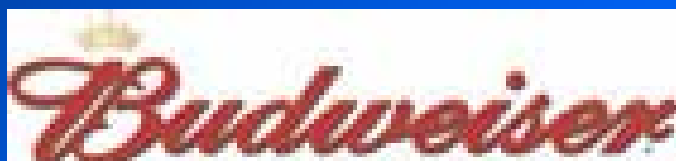
# Anheuser-Busch

2006 Annual Sales: \$17.9 billion



August A. Busch IV,  
President / CEO

Compensation:  
\$9,937,505



# Molson-Coors

2006 Annual Sales: \$7.9 billion



Leo Kiely III, Chief Executive Officer

Compensation:  
\$4,897,424



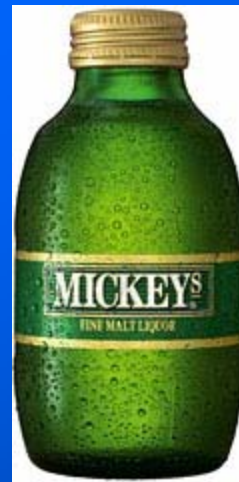
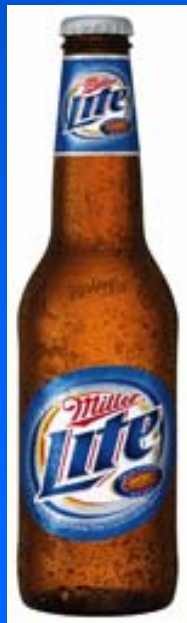
# SABMiller

2006 Annual Sales: \$15.3 billion



EAG Mackay,  
Chief Executive

Compensation:  
\$6,582,271



# DIAGEO

2006 Annual Sales: \$17.95 billion



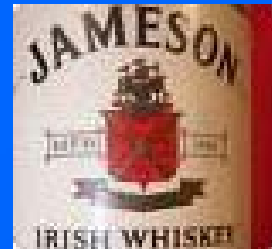
Paul S. Walsh,  
Chief Financial  
Officer

Compensation:  
\$4,282,680



# Pernod-Ricard

2006 Annual Sales: \$7.61 billion



Patrick Ricard,  
Chairman and  
CEO

Compensation:  
\$3,975,591



# Lobbying / Campaign Donations

- **2006 Federal Lobbying Dollars**

  - \$15,124,931 (total)

  - \$ 3,220,000 (DIAGEO)

- **2006 Federal Campaign Contributions**

  - \$10,222,038 (total)

  - \$ 1,081,374 (Anheuser-Busch)

- **2006 California Campaign Contributions**

  - \$ 3,516,550 (total)

# Big Alcohol Lobbying Arms

- **Manufacturers - Lobbying \$ (2006)**
  - Beer Institute – \$630,000
  - DISCUS - \$3,205,788
  - Wine Institute - \$220,000
- **Wholesalers – Campaign \$ (2006)**
  - National Beer Wholesalers Association  
\$3,102,250
  - Wine and Spirits Wholesalers of America  
\$1,200,000

# Big Alcohol Front Groups

What is a front group? Sounds good, but represents a hidden agenda -- that of the funding organizations.

- **Century Council**
- **Center for Consumer Freedom / American Beverage Institute**
- **International Center for Alcohol Policies**

Websites: [www.grtlk.org](http://www.grtlk.org)

[www.alcohol101plus.org](http://www.alcohol101plus.org)

[www.baecdrom.org](http://www.baecdrom.org)

# What to do about it?

- Do NOT “partner” with industry
- Expose industry PR, lobbying, marketing
- Aim for state and national policy change
- Can’t just fight fires locally
- Policy change that hurts industry most – marketing restrictions and tax increases
- Join the national fight against Big Alcohol!

# Contact Marin Institute

Sign up on our mailing list:  
[www.MarinInstitute.org](http://www.MarinInstitute.org)

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