



Media Release

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## Alcopops Tax Rip-Off Web Site Launches for Consumers

An interactive website was launched today to help Australian drinkers understand exactly how much revenue is being collected every minute by the Federal Government's controversial tax hike trial on Ready-to-Drink (RTD) products.

With questions being raised over the legitimacy of the 70% RTD tax increase, the website [www.alcotaxripoff.com](http://www.alcotaxripoff.com) uses a 'Revenue Counter' to highlight the \$1.75 million a day collected by the Government – despite supporting legislation not being tested in the Senate.

The site will be regularly updated with developments on the fight to overturn a tax that punishes the majority of people who responsibly enjoy pre-mixed drinks, while doing nothing to tackle the real problem of binge-drinking.

Developed by the Distilled Spirits Industry Council of Australia (DSICA), [www.alcotaxripoff.com](http://www.alcotaxripoff.com) declares the RTD tax trial a 'failure' by highlighting the serious unintended social consequences already caused by the narrow tax-hike on pre-mixed drinks.

"This narrow tax increase on one form of alcohol product has simply driven drinkers to cheaper and more potent alternatives," said Mr Stephen Riden, Information and Research Manager for DSICA.

"All non-Government members of the new Senate have indicated opposition or concern about the tax trial, which will have collected a staggering \$200 million by the time the new Senate sits in late August."

Mr Riden said [www.alcotaxripoff.com](http://www.alcotaxripoff.com) reveals important facts concerning alcohol consumption patterns in Australia and rejects many of the myths and misconceptions surrounding RTDs.

"It is important that Australians know the facts. Increases in RTD sales have not contributed to higher levels of risky drinking amongst young people, while the proportion of young females consuming alcohol at risky or high-risk levels has decreased by 27% since 2001," he said.

"We want to work productively with all the parties in the Senate, as well as health organisations, to find a lasting solution to problem drinking. While too many Australians continue to drink to excess, we need to be realistic about the current situation relating to the RTD tax trial.

"It is a poorly conceived tax grab that has caused more unintended health and social problems than the Government claims it will solve. Hopefully, we can all work together to resolve the situation before it is too late," Mr Riden said.

**For further information please visit: [www.alcotaxripoff.com](http://www.alcotaxripoff.com)**

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