

*Celebrate!
Have the 'audacity
to live a little':
Exploiting young
women to grow the
African alcohol
market*

Dr Laurine Platzky

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Global Picture of Alcohol Consumption

- Youth drinking has declined across most high-income countries in the last 20 years (Holmes, J. et al 2022)
- ‘Africa is home to 16% of the world’s population but consumes just 5% of the world’s beverage alcohol. That low per capita consumption translates into considerable potential.’ (Khalid, S., <https://finance.yahoo.com/news/15-african-countries-most-alcohol-025041013.html> accessed 06 Oct 2023)
- 81% of women in 20 Sub-Saharan countries were lifetime abstainers (Martinez, P., et al 2011)
- Only 4% of women in Africa drink alcohol
- In 2013 Siep Hiemstra, head of Heineken’s African operations, said beer consumption on the continent was ‘still predominantly male, but the new drink, Radler, with a 2-3 percent alcohol content, could change women’s perceptions’. (Sulaiman, T., Reuters, 13 May 2013)
- In 2023: ‘Africa has strong category fundamentals for future growth due to its growing, young population and urbanization trends, albeit in a volatile operating environment.’ (Heineken N.V. reports 2023 half year results Amsterdam, 31 July 2023)
- Rising burden of alcohol related harms, linked to rising alcohol consumption in LDCs (Griswold, M.G., et al 2016)

Growing the Market, Spreading the Message

- Children and young people tell us that they see alcohol *everywhere*
- Advertising assists in normalising alcohol consumption and instilling acceptance
- Billions are spent on marketing (advertising, sponsorships, influencing...)
- Proliferating harm

WHO Fact Sheet on SDGs (2020) advice:

- Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media)

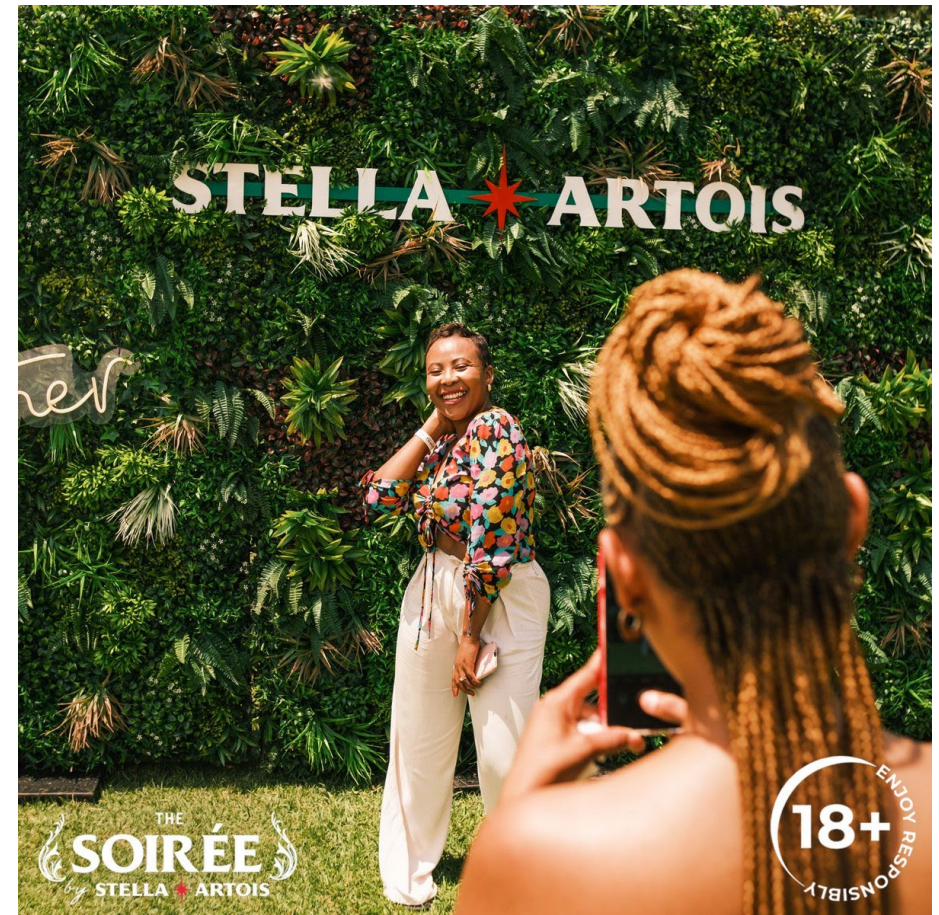




Strategic Interventions: learn from context & tobacco marketing

- Young women targeted, reinforcing aspirations
- Many young women are graduates, earning salaries, experiencing independence
- Working long hours, rewarding themselves
- Alcohol is readily available: extended trade hours, ordering online, convenience shops
- Nuclear families in decline, older relatives take care of children
- Empowered women revel in each other's company (SA:42% women headed households)

Connections, enticement,
acceptance, 'besties'



Fun in the sun, youth-friendly events, social media and music, draw youth to alcohol



Confidence, success, part of the cool crowd...



#NO18 aware.org

DRINK RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.

Dreams of Power/Presidency... #Brutal Fruit Perfume



SAB & Heineken: product formulation, presentation



Pricing, colour, sparkle, sweetness, youth, fun

0
CIDERS?



**ANY 2 FOR
R115**

2 x 6x275ml/300ml Brutal
Fruit Ruby Apple/Strawberry
Rouge Sparkling Spritzer
NRB/Cans



Glamour, lifestyle: some softer, others tougher



Traditionally ... beer was for men, now even Black Label (*the man's brand*) is accessible/desirable



<https://select.timeslive.co.za/news/2021-11-15-booze-for-africa-landmark-heineken-deal-values-distell-at-r401bn/>





SAB: Castle Lite ... Gogos night out... anything is possible nowadays

The story so far exposes

some of the insidious, cynical co-option of the language of women's empowerment to sell (more) harmful, potentially deadly products to young women in Africa, who aspire to success, as shown in the advertisements/online media.

Now

- need to call out the appropriation of feminist narratives and gender-based violence (GBV)
- And historical struggles such as South African women's resistance to the 'pass laws' in 1956



CARLING Black Label
AWARD WINNING SCORE PREDICTOR

SCORE WITH CARLING!

STAND A CHANCE TO WIN 10K EVERY WEEK!
DIAL *120*123# OR VISIT WWW.CARLINGPREDICTOR.COM
T'S & C'S APPLY

18+ ENJOY RESPONSIBLY

SAB
To a Future With More Cheers

FOLLOW AND SUBSCRIBE

Bernini's Glowcation for 2023 Women's Month (by newly merged Distell/Heineken)

'Bernini is a range of real sparkling spritzers made from wine. This sparkling grape wine-based spritzer is for **women** who have the **audacity** to live a little, perfectly served ice cold from the bottle, or in a **feminine** bubbly flute glass for any occasion with the squad. From sunset drinks, summer picnics, brunches and lunches, poolside parties, **girls nights in, or out on the town**. Available in a premium, **easy-open** 275ml bottle, a 300ml **slender can**, and a **sophisticated** 500ml can for additional **value** at all major retailers.

Follow **#RealSparklingSpritzer** **#MadeFromWine** on Bernini's socials to find out more.



Commemorating Aug 9, 1956 (South Africa)

On 9 August 1956, more than 20,000 South African women of all races marched on the Union Buildings (Pretoria) in protest against the proposed extension of the "pass laws" (which controlled/limited movement of black men) to women.



SheBeen launched 9 Aug 2023 at the revamped RuckerFella in Molapo, Soweto by SAB's Brutal Fruit

- Safe Space
- Place to unwind/no stress
- Women only
- Pink: female identity
- Feel pretty without unwelcome attention
- “Shebeen”: ironically an unlicensed liquor outlet



Impact of industry targeting young women: intoxication results in impaired judgement

- Vulnerability to unwanted pregnancies, GBV, rape, murder
- Unsafe, risky and transactional sex ('blessers', sugar daddies)
- Neglecting family care
- Skipping medication (HIV/Aids, TB etc)
- Absence from work, responsibilities
- Foetal Alcohol Syndrome (childbearing age)
- Exacerbating mental and physical health problems
- Temporarily suspended reality (poverty, inequality, patriarchy, control...)

Call to Action

- Regulate advertising, sponsorships, promotions (billboards, TV, social media, celebrity-led events, 'girls' nights out', etc.)
- Challenge superficial, patronising feminine archetypes
- Contest commodification of 'feminism' and 'women's empowerment'
- Confront industry responsibility to cease muddying/confusing impact
- Educate and inform population on health and safety risks of alcohol consumption, based on *independent, peer-reviewed* research
- Support Western Cape Government's White Paper on Alcohol Harms Reduction which proposed no liquor advertising visible to under 18s
- Call-out industry lobbying/funding politicians/parties to delay effective regulation

Thank you

