Profiting from the harm caused by alcohol
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"This analysis shows clearly the conflict of interest that exists between the transnational alcohol corporations and public health. It's very similar to that of the tobacco industry," Professor Casswell says.

"Results from five different countries, New Zealand, Australia, Mongolia, Vietnam and Thailand, have shown a similar pattern. Overall more than half [59 per cent] of the alcohol consumed was consumed in heavy drinking occasions. That's eight or more drinks for men and six or more for women.

"The industry relies on the harmful use of alcohol for its sales and therefore its profits, and we should not be surprised by the extent to which they go to protect these. A stronger response by governments around the world is needed," Professor Casswell says.


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