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## Beer ice cream 'lures' new drinkers

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Alcoholic beverage producers are trying to lure new drinkers with novelty products and illegal marketing activities, according to the Thai Health Promotion Foundation's Stop Drink Network.

Teera Watcharapranee, director of the Stop Drink Network, said beverage companies were launching new products such

as beer flavoured ice cream to encourage young people to drink, particularly during the upcoming festive season.

The network accused some companies of running illegal marketing activities at festive beer gardens, beer buffets and concerts, and claimed that alcoholic beverages are being sold in prohibited areas.

The network argued that beer ice cream should be viewed in the same way as liquid beer, because the law says any product listing alcohol as an ingredient will be considered an alcoholic item, which cannot be sold to young people aged below 18-years-old.

He added that products such as alcoholic smoothies are being marketed to attract minors and women, to encourage them to become loyal customers.

The network is meanwhile encouraging public and private organisations to stop giving gifts of alcohol over Christmas and New Year to reduce road accidents caused by drunk driving.

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