Pre-Mixed Vodka Casks Not to Be Sold in NT

The Minister for Alcohol Policy, Delia Lawrie, today welcomed the announcement that a new two litre premixed premium vodka cask will no longer be distributed in the Northern Territory.

Ms Lawrie said following discussions with the distributor of the Smirnoff Vodka premixed casks, Diageo, the company has agreed to no longer supply the product for sale in the Territory.

“The company has recognised this product isn’t appropriate for sale in the Territory and has today voluntarily agreed to no long make the product available here,” Ms Lawrie said.

“I welcome this decision and the willingness of the distributor to work with the Territory Government.

“The Government raised serious concerns that a high volume low cost product such as this could increase alcohol-related harms across the Territory and undermine the enormous efforts that are going into addressing this issue.”

Ms Lawrie said she had indicated to the distributor that she was willing to use Ministerial powers under the Liquor Act to impose an additional licence condition on all liquor licences in the Territory banning the sale of 2 litre or more premixed casks.

“The distributor has voluntarily agreed to stop supplying the premixed casks for sale which means there is no requirement at this time for the Government to step in and ban the product,” she said.

“This is the first product of its type being sold in this format which holds 10 standard drinks, is cheaply priced and appeals to younger drinkers, especially young women.

“Research shows the number of teenagers drinking at harmful levels has significantly increased over the past decade and that alcohol related harm is one of the leading causes of disease and injury among 16 to 24 year olds.

“Territorians consume alcohol at about 1.5 times the national average of per capita consumption of pure alcohol and 70 per cent of all alcohol sales in the Territory is take-away alcohol.

“We know that alcohol and associated harms cost the Territory $642 million a year or $4197 per adult Territorian.

“That is why the Territory Government is doing more than any other government in the nation to stamp out alcohol abuse and alcohol fuelled crime and violence.”

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