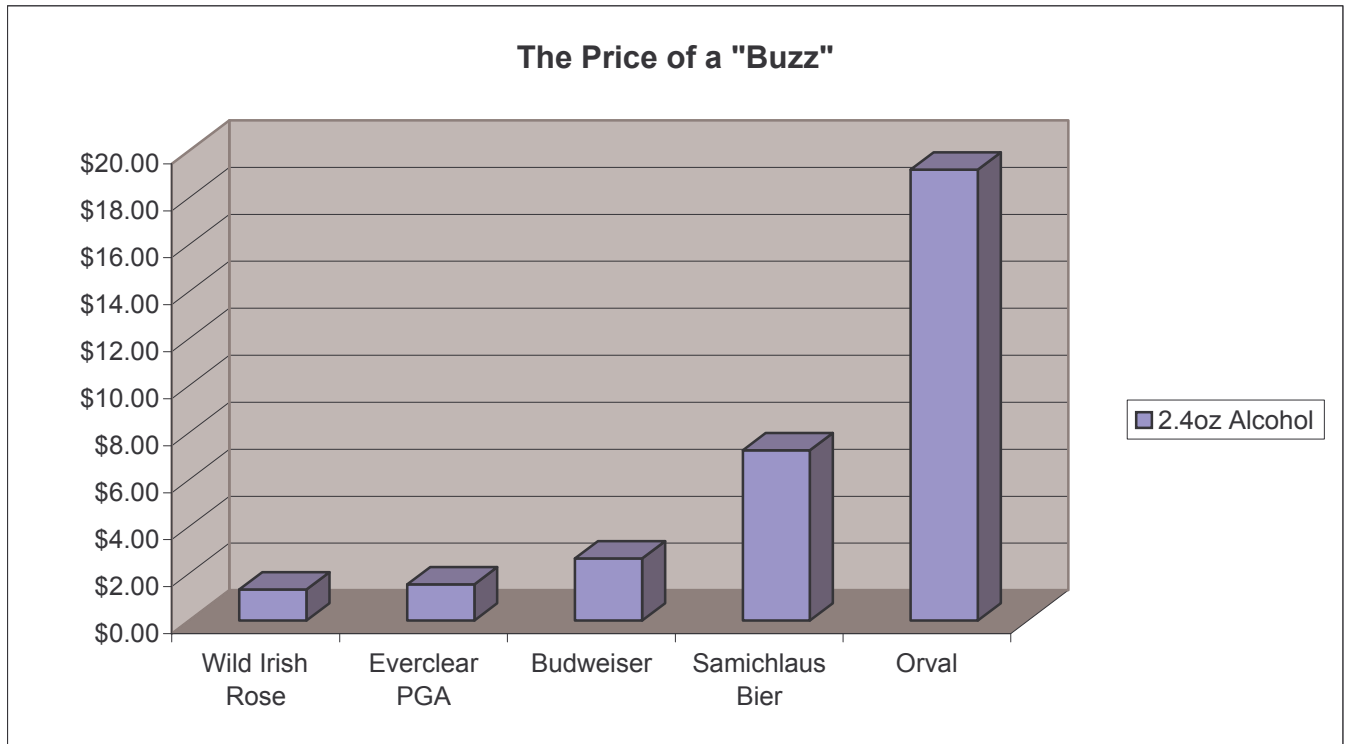


Normalized Cost of Alcohol in Different Forms

	ABV	Packaging	Price	Per Oz.	2.4oz Alcohol
Wild Irish Rose	18.0%	3L	\$9.99	\$0.099	\$1.32
Everclear PGA	95.0%	750ml	\$15.49	\$0.610	\$1.54
Budweiser	5.0%	12 Pack	\$8.00	\$0.055	\$2.64
Miller High Life	5.0%	12 Pack	\$8.00	\$0.055	\$2.64
McCall's Vodka	40.0%	750ml	\$11.99	\$0.472	\$2.83
Boone's Farm	7.5%	750ml	\$2.50	\$0.098	\$3.14
North Coast Old Rasputin	9.0%	4 Pack	\$9.95	\$0.207	\$5.53
Dogfish Head 90 Min. IPA	9.0%	4 Pack	\$10.95	\$0.228	\$6.08
Samichlaus Bier	14.0%	4 Pack	\$18.95	\$0.423	\$7.25
Celebrator Doppelbock	6.7%	4 Pack	\$11.95	\$0.269	\$9.64
Duvel	8.5%	Singles	\$3.95	\$0.353	\$9.96
Rochefort 10	11.3%	Singles	\$6.95	\$0.621	\$13.18
Chimay Red	7.0%	Singles	\$4.45	\$0.397	\$13.62
Thomas Hardy's Ale	11.9%	Singles	\$5.95	\$0.700	\$14.12
J.W. Lees Harvest Ale	11.5%	Singles	\$6.95	\$0.747	\$15.60
Orval	6.2%	Singles	\$5.95	\$0.496	\$19.19

Legal in Alabama
Not Legal in Alabama



The chart above illustrates the cost difference in obtaining the same amount of alcohol in different products. 2.4oz of alcohol is the amount of alcohol found in four average beers, such as Budweiser or Miller High Life. A typical underage drinker is seeking a good "buzz," and depending on factors like weight and how much food is in his stomach, four beers will probably give it to him. As you can see in the chart, that same buzz would cost him almost three times as much if he purchased Samichlaus Bier, or more than seven times as much if he bought Orval Trappist Ale.