

Examples of Alcohol Marketing in Kiribati

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ASIA PACIFIC MEETING ON
ALCOHOL POLICY
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Examples of Alcohol Marketing in Kiribati

Major Source of Exporter

Australia:

Beers and other Liquors

Local Production:

Kaokioki (Sour Toddy)

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Problems/Issues

- ❖ Under – age buying alcohol (illegal) for parent
- ❖ Local Producers – close to Schools
- ❖ Under – age purchase/consume alcohol without IDs
- ❖ Young people entered Night Clubs, closed late 2am

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Addressing Issues

- Research conducted - policy (Tony SPC)
- Issuing of License (kaokioki) with specific conditions
- Media Campaign – Targeting young people (ARH & PAHP)
- Established Blue Liquor task Force