



BIG RED BARN BEVS

Beverage Programming for Graduate Well-being

- The Big Red Barn is the dedicated campus social hub for all graduate and professional students.
- Currently, the programming prominently features opportunities for drinking alcohol, either as the focal point or accompaniment
- The popular Tell Grads It's Friday (TGIF) event sells a rotating selection of beer, wine, and cider, typically at a cost of \$1-3 dollars
- The low price encourages the selection of alcohol over other options and a greater consumption of alcohol (Wagenaar, Salois, & Komro, 2009)
- **There is a dearth of equally appealing (i.e. novel, curated, 'craft'), competitively priced, non-alcoholic beverages on offer during these events**
- The current beverage selection and promotion also sends a message/reinforces a social norm of alcohol consumption as the choice way to relax, have fun, socialize, and – perhaps most importantly for grads – destress.

Programming that supports the health & wellness of graduate students

Bridging the Gap
between research on alcohol as a drug with mental, physical, social, and economic consequences, and the campus alcohol environment

- Literature suggests that the price of alcohol is inversely related to consumption, as is the case with unhealthy foods (Story, Kaphingst, Robinson-O'Brien, & Glanz, 2008; Wagenaar, Salois, & Komro, 2009)
- Evidence reveals that, especially on college campuses, perceptions of social norms dictate drug consumption behaviors (Perkins, 2002; Lewis & Neighbors, 2006; Neighbors, Lee, Lewis, Fossos, & Larimer, 2007)
- Providing an environment rich in healthy, or less harmful, options – at comparable prices – can support positive choices and habits of consumption (Hanks, Just, & Wansink, 2013; Redmon, 2013)
- Price, delivery, marketing, placement, and environmental features can nudge individuals towards constructive behaviors (Hanks, Just, * Wansink, 2013; Wansink & Ittersum, 2005)
- **The low price of beer at TGIF currently undercuts the per-drink cost of excessive drinking to the U.S. economy: \$2.05 (2010)**
 - Up from \$1.90 in 2006 (Center for Disease Control, 2015)
- Offering alternative, alluring beverages can be accomplished by partnering with local vendors, which supports small and regional businesses and deepens community engagement

Evidence-based, Health-conscious Vending

Price elasticity

Social norms

Healthy options

Nudge

Pricing

Engage local businesses



LOCALT DRINKING CULTURE

From Big Red Booze to Big Red Bevs



Bramble: Community Herbalism



Promotes
locally
grown &
ethically
wild-crafted
herbs

Discovering the power of
herbal teas to transform the
body and mind is a
gratifying, connecting
experience

Programming:

Custom herbal concoctions
by Bramble

Build-your-own potion

Tea tastings

Mini-herbal consultations

Low-cost herbal community
clinic

<http://www.bramblethaca.com/>



Used for over 3000 years, kava acts as a **social drink alternative to alcohol**.

Kava, which is non-addictive, produces no "hangover" effect like alcohol. Mental clarity is retained, with little chance of unwanted side effects.



Kava: A Ceremonial Elixir

Psychoactive root-based beverage, with origins in the Pacific Islands

Economical alcohol alternative

Programming:

Kava tastings (seasonal flavors)

Kava ceremony demo

Kava health benefits primer

Coconut cup promotion

<http://www.sacredrootkava.com/>



Clean Energy Drink Startup by Cornell Alum

Matcha is an ancient, whole leaf preparation of green tea, packed with nutrients and antioxidants

Programming:

Tastings and/or promotional sale

Matcha ceremony demo

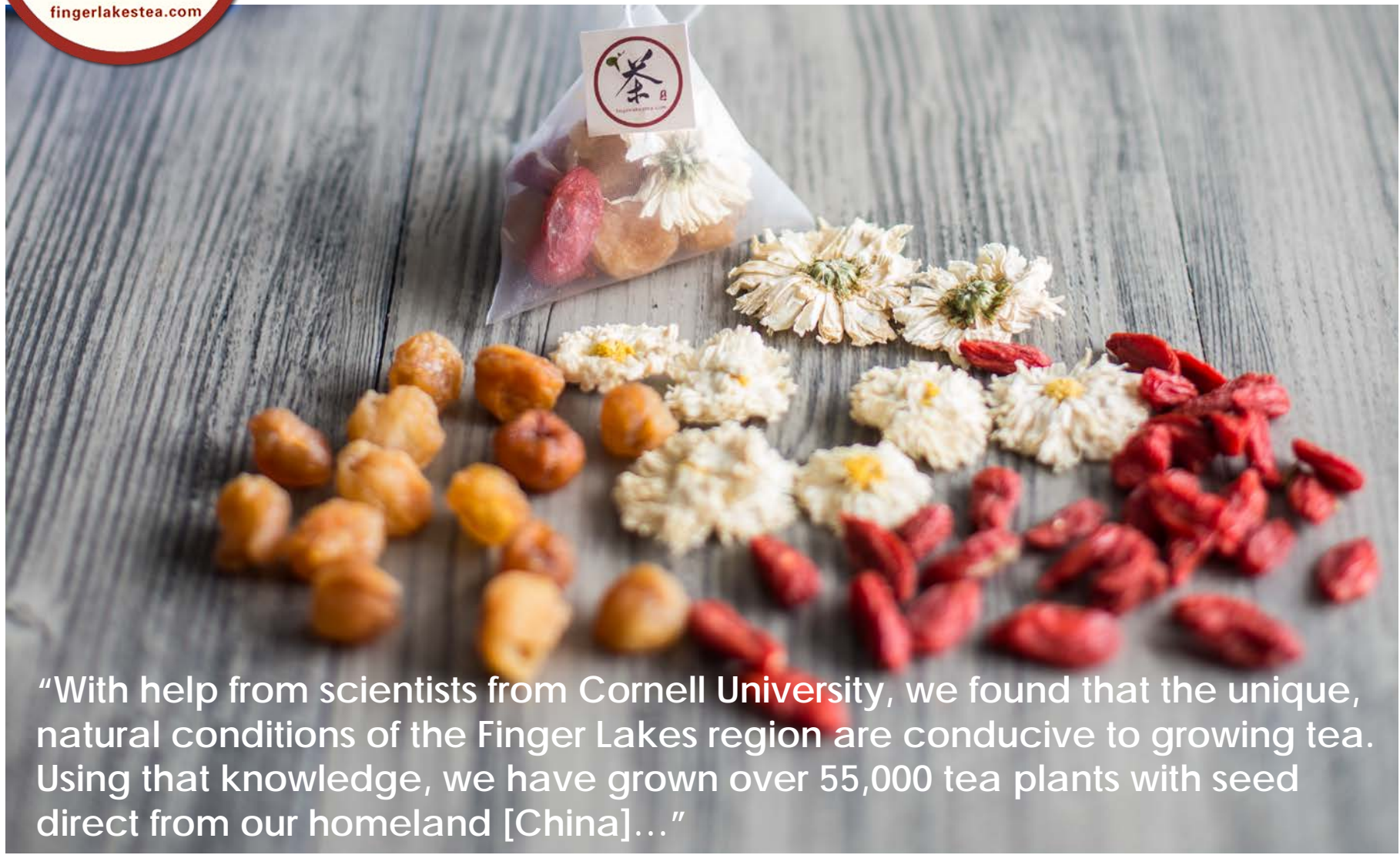
Match green tea health primers

Perfect for study sessions or exam times

<http://drinksancha.com/>



Finger Lakes Tea Company



“With help from scientists from Cornell University, we found that the unique, natural conditions of the Finger Lakes region are conducive to growing tea. Using that knowledge, we have grown over 55,000 tea plants with seed direct from our homeland [China]...”

Locally Grown by Master Tea Blenders

Open and eager toward partnerships, FLTC has an immense selection of teas and extensive knowledge of their flavors, biology, & chemistry (health benefits)

Programming:

Tea ceremonies

Tea tastings

FLTC custom or build-your own tea blend

Learn how we experience the flavors of tea

Partner with CU Tea Club

<http://fingerlakestea.com/>



THE ART OF DISTILLATION

In the 1600's Apothecaries were using small copper stills to make non-alcoholic herbal remedies. This alchemy was documented in *The Art of Distillation* published in London in the year 1651 & is now re-purposed for the modern day.

THE ART OF NATURE

Mother Earth is gracious, precious & ingenious. In honour of this wild & natural world, the finest ingredients are harvested & individually cold macerated, distilled & then blended to capture nature's true spirit.



Seedlip: The World's First Distilled Non-alcoholic Spirits

Seedlip elevates the craft
and culture of non-
alcoholic cocktails

Programming:

Collaborate with Hotel
School (F&B) or bartender
grad students

Speakeasy themed TGIF

Cocktail making class

Seedlip sampling

<https://www.seedlipdrinks.com/>



"Fee Brothers often attend events where expert Mixologists demonstrate their technique."

Bitters can range from <1% to over 30% alcohol. Just a splash of bitters in soda water can make a refreshing spritzer! Even at higher ABV, a splash yields a drink that is <1/10th an ABV of wine.



- **Botanical waters** and **flavored syrups** can be splashed or mixed creatively into sparkling sodas or tonics to make a delicious, unique, and interesting drink.
- *Examples of cocktail syrups: Orgeat (almond flavor typical of Polynesian drinks) and Sloe Gin (sloe berry flavored, a plum-like fruit)*
- Waters and syrups are alcohol free.
- Add garnishes for a more indulgent cocktail.

Family-owned
Fingerlakes
business since
1864

A simple soda water can be transformed with infusions of flavored waters, bitters, and syrups

Programming:

Beverage station with access to select bitters, brines botanical waters, cocktail and cordial syrups

Tastings & "history of-"

Mixology class with Mr. Fee

Custom BRB cocktail (no ABV)

<http://www.feebrothers.com/>

Kombucha (Booch)

"Because you want a delicious, organic, energizing beverage alternative that is low in sugar. Kombucha is a truly functional food, containing beneficial enzymes, organic acids, and probiotics that restore your body's natural balance." – Aqua ViTea, pioneer of **sustainable** tap delivery method

Beer/Soda/**Kombucha**:

Calories: 180 / 139 / **28**

Carbs: 13 / 35 / **7**

Sugar: 0 / 35 / **5**



Kombucha,
on tap! Aqua
ViTea, of VT,
brews no-ABV

An ancient, fermented, probiotic, tea-based fizzy beverage – comes in flavors! Low-to-no ABV and as much caffeine as a decaf tea.

Programming:

Partner with CU's Temple of Zues, already selling Kombucha on tap, or Ithaca Kombucha Company

Tastings & Happy Hour

Kombucha Cocktails

At-home brewing tutorial

Scoby demo (bacterial culture "mother")

<http://www.ithacakombucha.com/>

<http://www.aquavitea.com/>



DRUGS OF CHOICE

Legal, less harmful, plant-based imbibing **options**

Cannabidiol (CBD)

Has anti-inflammatory, anti-anxiety, anti-psychotic, and anti-convulsant properties. CBD is not felt to have any intoxicating or psychoactive side effects.

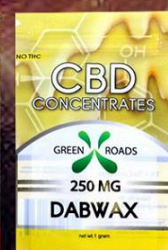
exscape Rx

Ithaca retailer of CBD, Kratom, & Kava



KRATOM - LOWER BLOOD PRESSURE, RELIEVE PAIN, BOOST METABOLISM, INCREASE SEXUAL ENERGY, IMPROVE IMMUNE SYSTEM, PREVENT DIABETES, EASE ANXIETY, HELP WITH ADDICTION, ELIMINATE STRESS, PROMOTE HEALTHY SLEEP

KAVA - MUSCLE RELAXER, CALM, RELIEVE ANXIETY, RELIEVE RESTLESSNESS, RELIEVE INSOMNIA, RELIEVE STRESS, RELIEVE PAIN



CBD - ANTI-INFLAMMATORY, ANTI-STRESS, ANTI-ANXIETY, ANTI-CONVULSANT, HELPS FIGHT NAUSEA & VOMITING, ANTI-DEPRESSANT, ANTI-PSYCHOTIC PROPERTIES, PAIN RELIEVER



Headdies Pipe Shop

29 January · 🌐

CBD products are always in stock here at Headdies!! Come check out our huge selection ranging from candy to topicals!!



Like



Comment



Share

Hemp-derived CBD is *legal* and sold locally

CBD is most commonly used to treat **insomnia**, **depression**, **anxiety** and joint pain

Programming:

Single-dose CBD alternative

CBD product sampling (e.g. gummies, tinctures)

CBD info booth

Collaborate with eXscape and/or Headdies (Commons)

Yearly 4/20 CBD event

Alcohol alternative: Kratom

<https://www.facebook.com/headdies.ithaca/>

<http://exscapesmoke.com/ithaca-ny/>

The BRB should support the holistic wellbeing of all graduate students

- The BRB needs to elevate itself beyond the trope of boozy college campus. For grad students, **Cornell may be both a school and workplace**, making it an important environment for establishing healthy behaviors (Story, Kaphingst, Robinson-O'Brien, & Glanz, 2008)
- Grad students are an incredibly diverse student population that consistently carry heavy burdens and responsibilities. **Positive social support** from the fellow grad community is essential and is typically supported by places and programming from establishments like the BRB.
- **Social engagements do not necessitate alcohol**. The view of alcohol as an elixir of life that enhances fun, status, and popularity is primarily due to the (highly effective) deluge of alcohol marketing and the inevitable societal promulgation, particularly in work-hard play-hard cultures. Non-alcoholic drinks and activities have been marginalized as a result.
- As an esteemed university, the Cornell community should be able to access, understand, and apply evidence from literature and statistics regarding alcohol consumption and its short- and long-term effects as well as the environmental determinants of drinking behaviors (marketing, design, & behavioral economics).
- Social engagements need not define (or be defined by) the type of drink imbibed. Fair promotions and pricing and thoughtful offerings achieve this.

Bridging the gap between research and practice around alcohol means:

- Acknowledging that **alcohol is a drug** and has known personal and societal consequences:
 - Increased anxiety, depression, insomnia, weight gain, liver toxicity/cirrhosis, drunk driving, loss of productivity, sickness, inflammation, difficulty concentrating, impaired judgement, domestic abuse, self-harm, development of chronic disease, known carcinogen, and the list goes on...
- **Providing alternatives** to alcohol enables choice, supports healthy or less-harmful behaviors, and **fosters inclusion**
- Providing alternatives to alcohol sends a more balanced message regarding alcohol consumption and social norms
- Providing alternative at an equally compelling price levels the playing field for non-alcoholic beverages
- Not “dumping” alcohol at fire-sale prices, which increases alcohol consumption
- **Providing alternative beverages that are appealing in their own right** supports their selection (not sugary fountain drinks, generic coffee & tea, or conciliatory junk food)
- Promoting excessive drinking, without alternatives, while defending practices with a rhetoric of “OK in moderation” is irresponsible

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