

**Abstract:**

**BACKGROUND:** A new type of hard seltzer beverage containing alcohol has been introduced to the Czech market, focusing on young people as the target group. Alcohol consumption among the present population group is considered to be a widespread phenomenon. Therefore, it is important to study and define consumption habits in relation to new types of alcoholic beverages.

**OBJECTIVES:** The main aim of the research is to analyze the consumption of hard seltzer on the Czech market as well as the effect provided by the advertising of this product on the young population. An integral part of the research is the analysis of a new alcoholic beverage introduction in terms of risky and binge drinking.

**METHODS:** This is a quantitative research that was conducted in March 2022. The data were obtained through an online questionnaire survey. The questionnaire was developed on the basis of Google Forms. Subsequently, the data were transferred to MS Excel and analyzed by means of methods of descriptive and analytical statistics.

**RESULTS:** The online research covered 509 respondents aged from 18 to 26. Out of the total group, only 101 respondents noticed the introduction of a new type of hard seltzer beverage containing alcohol. The largest part of the respondents found out about the new beverage from the Internet (28 %), from friends or acquaintances (27 %) and from television (22 %). The respondents were mainly interested in low calorie content, fruity taste, availability and amount of alcohol, which the product under analysis contained.

**CONCLUSION AND RECOMMENDATION:** The launch of a new drink was noticed by 20% of respondents. According to the research, 72 % of respondents, exposed to hard seltzer advertising, subsequently tried the product. Therefore, it is important to introduce more precise measures and reduce alcohol advertising, including advertising on social networks.

**KEYWORDS:** hard seltzer, alcopops, young adults, alcohol, alcohol consumption