Document reference ID : 5893

Licensing Application Summary

Application ID:	5893
Applicant Name:	Campfire Kitchen Llc
License Type applied for:	Restaurant Eating Place License (REPL) (AS 04.09.210)
Application Status:	In Review
Application Submitted On:	12/17/2025 3:47 PM AKST

Entity Information

Business Structure:	Limited liability company
FEIN/SSN Number:	[redacted]
Member Managed or Manager Managed:	Member Managed
Alaska Entity Number (CBPL):	10146186
Alaska Entity Formed Date:	09/09/2021
Home State:	AK

Entity Contact Information

Name	Phone	Email	Relation
Cambria Holmes	805-459-9593	cambriamariegoodwin@gmail.com	Designated Licensee

Mailing Address: 609 Etolin St, sitka, AK, 99835, USA

Designated Licensee Information

Authority Type:	I am authorized user by the designated licensee with binding authority
Prefix:	Ms
Legal First Name:	Cambria
Legal Last Name:	Holmes
Email Address:	cambriamariegoodwin@gmail.com
Phone Number:	805-459-9593

Registered Agent Information

Name	Cambria Holmes
Agent's Phone Number	805-459-9593
Agent's Email	cambriamariegoodwin@gmail.com
Address	609 Etolin St, Sitka, AK, 99835, USA
The registered agent is either an individual resident of the state or a domestic corporation authorized to transact business in the state and whose business office is the same as the registered office?	Yes

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership
Campfire Kitchen Llc	Cambria Holmes	Manager, Member	50
Campfire Kitchen Llc	Lucas Bruckert	Member	50

Premises Address

Address:	331 Lincoln St, Sitka, AK, 99835, USA

Does the proposed site include a valid street address?	Yes

Basic Business information

Business/Trade Name:	Campfire Kitchen
What is your primary business at this location?	Restaurant

Premises Contact Details

Contact Person Name	Cambria Marie Holmes
Business Phone Number	805-459-9593
Email Address	cambriamariegoodwin@gmail.com

Local Government and Community Council Details

City/Municipality	Sitka (City and Borough of)

Property Ownership

Do you, the applicant, own the land, building, and/or warehouse at this proposed licensed location?

Yes

Property Utilization Status

An Existing Facility

Property Ownership Deed

deed.pdf

Premises Diagram

Will the license or permit embrace the entire premises address?

No

Premises Diagram

- Revised premises diagram.pdf

Security Plan

- Security Plan.pdf

Restaurant Detail

Dining after standard closing hours: AS 04.16.010(c)	No
Dining by persons 16 – 20 years of age: AS 04.16.049(a)(2)	Yes
Dining by persons under the age of 16 years, accompanied by a person over the age of 21: AS 04.16.049(a)(3)	Yes
Employment for any persons under 21 years of age: AS 04.16.049(c)	Yes

List where within the premises minors are anticipated to have access in the course of either dining or employment. (Example: Minors will only be allowed in the dining area. OR Minors will only be employed and present in the Kitchen.)

Minors will be accompanied by adults. The auditorium will now not be serving alcohol.

Describe the policies, practices and procedures that will be in place to ensure that minors do not gain access to alcohol while dining or employed at your premises.

We will have a clearly designated under 21 area if you are not accompanied by an adult. All backstock Alcohol will be locked in storage room that only 21 and older employees will have access to.

Is an owner, manager, or assistant manager who is 21 years of age or older always present on the premises during business hours?	Yes

Food Service Permit

Is your license located in Municipality of Anchorage?	No
Do you have Approved food service permit for this premises?	Yes

Copy of the current food service permit for this premises OR the plan review approval.	Renewal Letter.pdf

Entertainment & Service

Are any forms of entertainment offered or available within the licensed business or within the proposed licensed premises?	No
Food and beverage service offered or anticipated is:	Counter Service

Restaurant Declaration

Please upload the finalized or expected Food and Alcohol Menu.	CF MENU.pdf

There are tables or counters at my establishment for consuming food in a dining area on the premises. I have included with this form a menu, or an expected menu, listing the meals to be offered to patrons.

This menu includes entrées that are regularly sold and prepared by the licensee at the licensed premises.

I certify that the license for which I am requesting desigation is either a Beverage Dispensary, Beverage Dispensary Tourism, Club, Sporting Activity or Event License, Outdoor Recreation Lodge, Golf Course, Destination Resort, OR Restaurant or Eating Place, Seasonal REPL Tourism License.

Hours Of Operation

Sunday	04:00 PM - 09:00 PM
Monday	Close
Tuesday	Close
Wednesday	04:00 PM - 09:00 PM
Thursday	04:00 PM - 09:00 PM
Friday	04:00 PM - 09:00 PM
Saturday	04:00 PM - 09:00 PM

Other Licenses Involvement

Does any representative or owner named in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

No

Individual Certification and Financial Interest

I hereby certify that no person other than a proposed licensee listed on the liquor license application has a direct or indirect financial interest, as defined in AS 04.11.450(f) in the business for which a liquor license is being applied for.

I hereby certify that any ownership change shall be reported to the board as required under AS 04.11.040, AS 04.11.045, AS 04.11.050, and AS 04.11.055.

Public Notice Posting Attestation and Publishers Affidavit

Have you posted your application at both required locations for ten consecutive days?	Yes
What was the other conspicuous location of your post? (Please Include the full address)	338 Lincoln St, Sitka, AK 99835 sitka sea salt shop window
What was the first day you posted your application?	12/02/2025
If the newspaper advertisement was published did you advertise once a week for three consecutive weeks or if by radio twice week for three successive weeks?	Yes
What was the final date your advertisement was published/broadcasted?	12/15/2025

Newspaper/Publishers Affidavit

affidavit repl.pdf

Upload Paper form Application

AS.pdf

I attest that I have met the public posting notice requirement set forth under AS 04.11.310 by posting a copy of my application for the 10-day period at the location of the proposed licensed premises and at another conspicuous location in the area of the proposed premises as listed in this application.

I hereby attest that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

Attestations

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application.

I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 305.700.

I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application.

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

I certify that all proposed licensees have been listed with Division of Corporation, Business, and Professional Licensing.

I certify that I and any individual identified in the business entity ownership section of this application, has or will read AS 04 and its implementing regulations.

I certify I have provided a menu of a variety of types of food appropriate for meals that are prepared on the licensed premises.

I certify that non-employees under 21 years of age will not enter and remain on the licensed premises except for the purposes of dining only.

I certify that the sale and service of food and alcoholic beverages and any other business on the licensed premises is under the sole control of the licensee.

I certify the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b).

I certify there is supervision on the licensed premises adequate to reasonably ensure that a person under 21 years of age will not gain access to alcoholic beverages.

Signature

This application was digitally signed by : CAmbria Holmes on 11/25/2025 02:27 PM AKST

Payment Info

Payment Type : CC

Payment Id: 3308abcf-a402-46e7-88e8-edfe24ae83a5

Receipt Number: 101239773

Payment Date: 12/17/2025 04:00 PM AKST

MOOSE LODGE

N

KITCHEN
OVEN

DINING (ALCOHAL CONSUMED)

BAR
(ALCOHAL SERVED/STORED)(SOLID)

ENTRANCE

CONCESSIONS

(ALCOHAL CONSUMED)

AUDITORIUM

Auditorium is not a consumption area

(ALCOHAL CONSUMED) OUTDOOR SEATING

OUTDOOR SEATING

TOILET

TOILET

EXIT

EXIT

OUTDOOR BAR

(ALCOHAL SERVED/SOLD

SCREEN

STORAGE

(ALCOHAL STORAGE)

LINCOLN ST.

SIDEWALK

17'

120'

50'

32'

Security Plan for Outdoor Service Area

Campfire Kitchen

Sitka, Alaska

1. Purpose

This Security Plan outlines the procedures and practices that will be implemented at Campfire Kitchen's outdoor service area to prevent the unauthorized transfer of alcohol across the premises boundary and to ensure that alcohol is not accessed by minors.

2. Outdoor Service Area Boundaries & Barriers

- The outdoor service area will be enclosed with barrier ropes and wall like planters.
- Entrances and exits will be limited to designated points to allow controlled access and supervision.
- Signage will be posted at all entry points stating **"No Alcohol Beyond This Point"** to deter any attempts to remove alcoholic beverages from the premises.

3. Personnel & Security Practices

- **Trained Staff Supervision**: At least one trained staff member will be assigned to monitor the outdoor service area at all times during alcohol service hours.
- **Server Training**: All staff serving alcohol will have state-mandated **alcohol server training (TAP Card or equivalent)** to identify underage individuals and prevent over-service.
- **Security Patrols**: Staff will conduct routine sweeps of the area to monitor guest behavior and enforce compliance with alcohol regulations.
- **Immediate Response**: Any attempt to pass alcohol outside the boundary or to a minor will result in **immediate confiscation** and the removal of involved guests from the premises.
- Staff will be trained to verbalize all boundaries to customers consuming alcohol.

4. Controlled Access & Management

- **Clear demarcation** of the alcohol service area will be maintained, with tables and seating arrangements positioned to prevent unintentional boundary crossing.
- **Surveillance Cameras** are installed in key areas to provide an additional layer of security and ensure compliance.

5. Compliance with Local Laws & Regulations

- Campfire Kitchen will strictly adhere to all state and local alcohol laws and cooperate with law enforcement or regulatory agencies conducting compliance checks.
- In case of a violation or attempted breach, the incident will be documented and reported accordingly.

6. Conclusion

Campfire Kitchen is committed to responsible alcohol service and will implement these security measures to ensure compliance, prevent the unauthorized transfer of alcohol, and safeguard against minors accessing alcohol within the outdoor service area.

To further clarify this application for the Board, Campfire Kitchen LLC intends to apply for a separate theater license to allow for alcohol service in the auditorium during movie showings at a later date. At the time of this application, the theater auditorium is not included as part of the licensed premises under the Restaurant Eating Place License.

Although the auditorium represents a significant portion of the building's footprint, it is a distinct operational space with a separate function from the restaurant dining area. For this reason, and in order to remain fully compliant with Alaska Statutes and AMCO regulations, the auditorium will remain unlicensed unless and until a separate theater license is approved.

Until such approval is granted, no alcohol will be served, sold, or stored in the theater auditorium. Alcohol service will be strictly limited to the approved licensed restaurant areas only. Physical controls, staff training, and clear operational procedures will be in place to ensure that alcohol does not enter the auditorium during movie showings or events.

This approach allows Campfire Kitchen LLC to operate responsibly, maintain clear boundaries between licensed and unlicensed areas, and ensure compliance with requirements while future licensing is under review.

NOT ZA

CAMPFIRE SALAD 19
Ketchikan romaine, campfire ranch, crust crumb

BABY BACK RIBS 25
pomegranite bbq, funky spice, pickles

ROAST CHICKEN 22
half chicken, roast veggies, Sicilian pesto

BURRATTA 17
prosciutto, saba, fennel,pollen

WOOD FIRE ZA

all pizzas 12" 6 slices

TOMATO PIE 20
super tomato saucy, Sicilian oregano, garlic, chili

MARGHERITA 21
tomato, mozzarella, grana padano, Juneau basil

MILK & HONEY 22
mozzarella, ricotta, honey, grana padano

KICKING BABY 25
brooklyn pepperoni, tomato, mozzarella, garlic, oregano

#partydaddy 28
venison Fred's wine sausage, tomato, mozzarella, grana Padano

CRUST DIP: campfire ranch

GELATO

1-2 flavors 8

black currant & honey
milk chocolate
clementine sherbetto
hazelnut

331 Lincoln St.
907 623 8212

NOT ZA

CAMPFIRE SALAD 19
Ketchikan romaine, campfire ranch, crust crumb

BABY BACK RIBS 25
pomegranite bbq, funky spice, pickles

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half chicken, roast veggies, Sicilian pesto

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milk chocolate
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hazelnut

331 Lincoln St.
907 623 8212

BEER

draft 8

Girdwood IP-AK
Girdwood Pilsner
Devils Club lager
49th State Pale Ale
Guinness

bottle 6

Peroni
Moretti red
Saison DuPont
Miller high life
Garage beer
Yinling
Hudson Valley Strawberry Sour
Arch Rock pale ale

NATURAL WINE

BUBBLES	gls/btl
secco bro - Italy - 2022	11/39
Buffo - Italy - 2022	12/42

WHITE	
madonia - Italy - 2024	10/35
Bergu - France - 2022	15/48

ORANGE	
Ocho - georgian - 2022	11/39
Dimitri - Italy - 2023	12/45

ROSE	
Wonderwerk - USA - 2023	10/38
Giardino - Italy - 2022	13/47
Ercole - Italy - 2023	11/41

RED	
Fornelli - Italy - 2022	11/39
Everything is ok - USA - 2021	13/48
New Dawn - Australia - 2023	12/43
Buffo - Italy - 2022	12/43
Primal - Argentina - 2021	15/50

BEER

draft 8

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Everything is ok - USA - 2021	13/48
New Dawn - Australia - 2023	12/43
Buffo - Italy - 2022	12/43
Primal - Argentina - 2021	15/50

From:	Michelle Kavouras
To:	CED ABCB AMCO (CED sponsored); CED ABC Alcohol Licensing (CED sponsored)
Cc:	amyz; "cambriamariegoodwin@gmail.com"
Subject:	Supplemental Information for Consideration – Campfire Kitchen LLC (Application ID 5893), ABC Meeting February 3, 2026
Date:	Monday, January 26, 2026 3:12:00 PM
Attachments:	image001.png image004.png Sitka Counseling to ABC Board Letter of Opposition.docx Drug and Alcohol Review - 2023 - Booth - The potential adverse effects of minors exposure to alcohol-related stimuli via.pdf

Alcoholic Beverage Control Board
State of Alaska

Dear Members of the Alcoholic Beverage Control Board,

I am writing to submit a letter of opposition regarding the Board's consideration of the Restaurant Eating Place License application for Campfire Kitchen LLC (Application ID 5893), which is scheduled for consideration at the February 3, 2026 ABC Board meeting.

See attachments:

1. Sitka Counseling to ABC Board Letter of Opposition
2. Drug and Alcohol Review -2023-Booth – The potential adverse effect of minors exposed to alcohol-related stimuli via licensed venues

This correspondence is intended to ensure that relevant research and context are part of the decision-making record, particularly as it relates to alcohol service in close proximity to family-oriented and youth-accessible entertainment venues, such as theaters.

To clarify the record: the applicant is not currently applying for a theater license. The restaurant is proposed in a space directly adjacent to a theater, and the applicant has stated their intention to separate the two uses. While this distinction is noted and appreciated, research indicates that adjacency and shared foot traffic between licensed establishments and family-oriented entertainment spaces may still influence youth exposure and social norms, even when alcohol service is formally confined to one premises.

Public health and prevention research consistently show that:

- Visible alcohol consumption and availability in entertainment districts can normalize alcohol use for youth, particularly when adults consume alcohol immediately before or after family-oriented activities.
- Theaters and similar venues are recognized as settings where children and adolescents may be exposed to alcohol cues (including consumption, marketing, and signage) when alcohol is served nearby.
- Youth perceptions of what is "normal" adult behavior are shaped not only by direct access,

but by environmental context and proximity, especially in compact downtown areas with overlapping audiences.

Given Sitka's documented concerns related to youth access to alcohol and the importance of preserving alcohol-free recreational environments as protective factors, we respectfully request that this evidence be considered alongside local data and the applicant's proposed separation measures when determining whether issuance of this license is in the best interest of the public under AS 04.

The applicant has been copied on this correspondence to ensure transparency and awareness.

Thank you for your time and thoughtful consideration of this information in advance of the February 3, 2026 meeting.

Respectfully,

Michelle Kavouras
Sitka Counseling and Prevention
Sitka, Alaska

cc: Campfire Kitchen LLC

Michelle Kavouras, CDCS, NCAC I, CADC, NCRS, RCPF (she/her)
Prevention Director
H.O.P.E. Coalition

Sitka Counseling

113 Metlakatla St.
Sitka, AK 99835
907-747-3636 Main
907-747-2702 Fax

www.sitkacounseling.org
Like us on Facebook
Follow us on Instagram

'Promoting Wellness in our Community'

I acknowledge that I am working on the ancestral land of Sheet'-Ká K'waan, home of the L'ingit people

Alcohol Beverage Control Board
State of Alaska
550 W. 7th Avenue, Suite 1600
Anchorage, AK 99501

Re: Formal Opposition to Restaurant Eating Place License Application
Applicant: Campfire Kitchen LLC
Application ID: 5893
Premises Address: 331 Lincoln Street, Sitka, Alaska

Dear Members of the Alcohol Beverage Control Board,

Sitka Counseling and Prevention/HOPE Coalition respectfully submits this formal opposition to the above-referenced Restaurant Eating Place License application for Campfire Kitchen LLC. Our organization works in close partnership with Sitka schools and community stakeholders to reduce substance misuse, strengthen protective factors for youth, and promote healthy social norms grounded in local data.

Our concerns are informed by Sitka-specific youth substance use trends, well-established prevention science, and the potential loss of alcohol-free community spaces that function as protective environments for young people.

1. Youth Risk Factors in Sitka: Local Data

The 2025 Sitka High School Substance Use Survey (SUSY-HS) demonstrates that alcohol remains the most easily and rapidly accessed substance for Sitka youth, with between 41% and 51% of high school students reporting alcohol access as "easy." Seniors report the fastest access, but access is widespread across all grades.

Although overall 30-day alcohol use rates have declined in recent years, approximately 10% of Sitka high school students still report drinking in the past month, and alcohol use more than doubles among seniors compared to underclassmen. Importantly, parents or guardians are cited as the most common source of alcohol, underscoring the role of social environments and adult modeling in youth alcohol exposure.

These data indicate that availability and normalization, rather than lack of awareness, remain key risk factors for youth alcohol use in Sitka.

2. Social Norms and Perceived Harm

SUSY-HS findings show that while Sitka youth generally perceive binge drinking as risky, moderate alcohol use is viewed as lower risk, and peer disapproval of alcohol use decreases with grade level. Seniors report substantially lower perceived peer disapproval than younger students.

Prevention research consistently shows that youth perceptions of peer norms strongly influence behavior. When alcohol is integrated into spaces that also serve families and youth, such as

dining and entertainment venues, this can unintentionally reinforce permissive social norms and weaken community-level prevention messaging.

3. Removal of a Protective Factor: Alcohol-Free Community Activities

Protective factors for youth include access to structured, supervised activities that do not center around alcohol, clear community norms discouraging underage drinking, and physical environments where alcohol is not present.

The proposed licensed premises include an auditorium space used for film showings and events, an activity that functions as a protective, alcohol-free option for youth and families. While the auditorium is not currently included in the license, it occupies a significant portion of the building and is operationally connected to the restaurant. Introducing alcohol service within this shared facility risks eroding a protective factor by increasing alcohol visibility and normalization in a setting that otherwise provides safe, substance-free engagement.

The applicant's stated intent to pursue a future theater license further heightens concern that alcohol-free community space may be incrementally reduced over time.

4. Mixed-Use Facility and Enforcement Challenges

The application relies primarily on staff monitoring, signage, ropes, and planters to prevent alcohol transfer between licensed and unlicensed areas and to protect minors. In a compact downtown environment with high pedestrian traffic, these measures may be insufficient—particularly during peak hours or special events.

Sitka's local data show that access, not intent, is a primary driver of youth alcohol exposure. Any configuration that increases opportunity for access or weakens environmental controls warrants heightened scrutiny.

5. Public Interest and Community Impact

The Alcohol Beverage Control Board is charged with determining whether issuance of a license serves the best interest of the public. In Sitka, where youth access to alcohol remains relatively easy and social norms shift toward permissiveness with age, decisions that increase alcohol presence in youth-accessible spaces risk undermining ongoing prevention efforts.

Conclusion

Based on Sitka-specific youth substance use data, established prevention principles, and the importance of preserving alcohol-free community spaces as protective factors, Sitka Counseling and Prevention respectfully requests that the Alcohol Beverage Control Board deny or defer approval of this application until the applicant can demonstrate stronger physical separation, clearer long-term safeguards for youth, and an operational model that does not erode existing protective environments.

Thank you for your careful consideration and continued commitment to protecting the health and wellbeing of Alaska's communities.

Respectfully submitted,

Michelle Kavouras, NCAC I, CDCS, NCRS, RCPF
Prevention Director

Sitka Counseling and Prevention

Received: 27 February 2023 | Revised: 5 October 2023 | Accepted: 5 October 2023

DOI: 10.1111/dar.13769

COMPREHENSIVE REVIEW

Drug and Alcohol REVIEW APSAD WILEY

The potential adverse effects of minors' exposure to alcohol-related stimuli via licenced venues: A narrative review

Leon Booth[1] | Mia Miller[2] | Simone Pettigrew[1]

[1]The George Institute for Global Health, UNSW Sydney, Sydney, Australia

[2]Menzies School of Health Research, Charles Darwin University, Darwin, Australia

Correspondence
Leon Booth, Faculty of Medicine and Health, School of Population Health, UNSW Sydney, Botany Street, Kensington, NSW 2052, Australia.
Email: leon.booth@unsw.edu.au

Funding information
Western Australian Mental Health Commission

Abstract

Issues: Young people are particularly impressionable when it comes to forming expectations and attitudes around alcohol consumption. Any stimuli that normalise and foster positive expectations around alcohol use may increase the risk of underage alcohol consumption. Alcohol venues that market themselves as being appropriate 'family friendly' establishments for children risk exposing minors to environments that are saturated with alcohol-related stimuli. However, research examining how exposure to licenced venues affects underage people is very limited. The aim of this narrative review was to identify and synthesise relevant evidence to better understand how attending these venues might affect minors.

Approach: A narrative review of research published between January 2016 and November 2022 was conducted to investigate the potential effects on underage people of exposure to licenced venues and stimuli encountered in/around these venues. Examined stimuli included alcohol advertising, people consuming alcohol and alcohol outlets.

Key Findings: The reviewed literature indicates that the risk of alcohol-related harm among minors is likely to increase with greater exposure to alcohol venues due to the associated exposure to alcohol advertising, exposure to others consuming alcohol and higher outlet density. In combination, these factors are likely to normalise alcohol consumption for minors and create positive alcohol expectancies.

Implications and Conclusion: Venues serving alcohol should be discouraged from targeting families and parents should be warned about the risks associated with taking minors to venues where alcohol is sold and consumed.

KEYWORDS
alcohol, minors, advertising, outlet density, alcohol-related stimuli

Key Points

- Minors can be exposed to alcohol-related stimuli when attending licenced venues.
- Relevant literature was reviewed to better understand how minors might be affected by 'family friendly' alcohol venues.

- Synthesised research suggests any exposure to alcohol-related stimuli risks poorer alcohol outcomes for minors.
- Alcohol venues and outlets should be discouraged from targeting families.

1 | INTRODUCTION

Alcohol consumption is a leading contributor to the global burden of disease [1]. It increases the likelihood of cardiovascular disease, stroke, several cancers, intentional and unintentional injuries and non-communicable diseases [1–4]. Over the last decade, per capita alcohol consumption has plateaued or declined in many high-income countries [5], with downward trends in consumption observed for minors in particular [6–10]. The latter has been attributed to an increasing normalisation of abstinence among adolescents [6], less permissive parental attitudes to underage consumption [11, 12] and social movements emphasising the value of health and fitness [7]. While this downward trend is positive, a sizable minority of minors still engage in underage alcohol consumption. National surveys have found that one-third of Australian adolescents aged 14–17 had consumed alcohol in the last year [13], 23% of 11–15 year olds in the United Kingdom had used alcohol in the last week [7], and 1 in 10 16–17 year olds in the United States had consumed more than five standard drinks in a sitting in the last month [14].

Compared to adults, minors are more vulnerable to experiencing harm as a result of alcohol consumption [15]. Alcohol use affects the development of the brain while it is maturing, impairing cognitive abilities such as memory, language, attention and executive function [15–17]. Underage consumption is also linked to anxiety issues, heightened risk-taking behaviours, reduced school performance and greater likelihood of developing problematic alcohol use in adulthood [18–21]. Minors are susceptible to external alcohol-related influences in their environments that can have adverse consequences [22, 23]. For example, exposure to others consuming alcohol or alcohol marketing in childhood and adolescence can normalise alcohol use and create positive alcohol expectancies [24–27], increasing the likelihood that minors will engage in underage drinking [24, 28–30].

1.1 | 'Family friendly' licenced venues

Recent industry publications have encouraged adult-oriented licenced alcohol venues to reposition themselves as being 'family friendly' through their promotional activities and offered amenities [31, 32]. Venues in some countries seem to be adopting this approach, with media outlets in Australia, Canada, the United States and the United Kingdom reporting on the popularity of family friendly licenced venues and debating the appropriateness of children attending these establishments [33–38]. The motivation for this approach is to increase revenues by attracting parents who may otherwise not consider these kinds of establishments to be appropriate or desirable locations for spending time with their children [31, 32]. To appeal to this market segment, some venues are adapting their physical spaces by running child-focused activities, creating designated play areas for children, offering food options suited to families, and training staff to be welcoming and accommodating to families with children [31, 32, 39]. These tactics appear to be effective, with qualitative research indicating that parents can feel comfortable bringing their children to these kinds of licenced venues [31]. In the aforementioned countries, venues that target and are patronised by children and young people are also serving alcohol, such as cinemas, theme parks, and leisure and gaming play centres [37, 40–42]. This is especially problematic because minors frequently attend these venues and can often do so without the need for an adult guardian to be present.

There is a lack of research examining the direct effects of exposure to licenced venues on minors' alcohol outcomes, but related areas of focus have the potential to provide relevant insights. For example, attending family friendly licenced venues could be expected to increase minors' exposure to alcohol-related stimuli sometimes found in licenced venues such as alcohol use, intoxicated patrons and promotional materials for alcoholic products [43, 44], which could normalise consumption behaviours [45]. This is important in the context of evidence that incremental increases in exposure to alcohol stimuli contribute to higher levels of underage alcohol consumption [46–48]. Similarly, studies have linked higher venue density of 'on-premises' alcohol outlets (e.g., pubs and restaurants) in minors' neighbourhoods to greater levels of underage alcohol consumption [45, 49, 50]. If licenced venues increasingly target parents to attract families with children to their premises, such effects could undermine recent reductions in underage alcohol consumption and are therefore important to understand and anticipate.

The intention of this narrative review was to synthesise evidence specifically relating to how minors might be affected by attending licenced venues. However, given the lack of research in this area, the scope of the present

study was broadened to review recent studies examining related subject areas to gain insights into the effect venue attendance is likely to have on minors' alcohol-related attitudes and behaviours. The focus was on studies investigating outcomes associated with minors' exposure to alcohol-related stimuli in the form of alcohol advertising, people consuming alcohol, and outlet density due to the likely relevance of these variables to minors' experiences of licenced venues. The results can alert health advocates and policy makers to potential problems resulting from licenced venues seeking to attract more families to their premises and leisure venues taking up alcohol licences.

2 | METHOD

This narrative review was exploratory in nature and investigated several broad but related areas of alcohol research to identify findings relevant to how the growth of family friendly alcohol venues is likely to affect underage people. A narrative review approach was taken to facilitate synthesis of relevant literature in the absence of specific dependent variables. This approach is recommended for exploring broad topics and identifying knowledge gaps [51, 52].

2.1 | Search protocol

A systematic approach to the identification of search terms was taken that involved initially conducting several trial searches in PubMed, focusing on literature examining how minors are affected by exposure to alcohol advertising, others consuming alcohol and alcohol venues. These topic areas were selected due to their likely relevance to the ways in which venue-related stimuli could influence children and adolescents. Experts in the field were also consulted to identify appropriate search terms. The final list of search terms was grouped according to the following categories: alcohol, children/young people, mechanisms of exposure (e.g., advertising and branding) and venues (see Figure 1).

For an article to be identified as relevant in the first screening phase, the title or abstract had to contain terms from the first two search categories (alcohol and children/young people) and term(s) from one or both of the third and fourth categories (mechanisms of exposure category and/or venues). The search was limited to peer-reviewed articles published between January 2016 and the search date of 21 November 2022. Articles were limited to those focusing on children/young people under the age of 18, which is consistent with the American Psychological Association's definition of adolescence [53] and the legal drinking age in most Western nations [54, 55]. The reviewed articles were restricted to those with English versions available. Review studies were included where these types of studies assisted with synthesising the literature and understanding of the examined topics.

2.2 | Screening and selection protocol

The search protocol was applied to the PubMed database and yielded 8051 potentially relevant articles. These articles were then screened using 'Research Screener' machine learning software, which is a validated tool that semi-automates the article screening process [56]. Previously identified relevant articles act as examples that enable the software to screen all articles identified by the search strategy and then present a block of 50 articles identified as being most similar to the example articles. The user screens the titles and abstracts of these 50 articles and flags those that are appropriate for full-text review. Research screener then produces a new block of 50 articles to be reviewed based on the example articles and the articles that have been flagged in the previous block(s), and the process continues until relevant articles no longer appear. This process results in the initial blocks of 50 containing many relevant articles and the subsequent blocks containing fewer applicable articles as the number of relevant articles was systematically exhausted. Figure 2 shows the number of articles flagged as being potentially relevant per block in the present review.

Around half (4350) of the initially identified articles in the search strategy were assessed at the title and abstract stage for relevance by author Leon Booth using the Research Screener software. This meets the Research Screener [56] recommendation to assess at least 35% of articles at this stage to maximise the likelihood that all relevant articles will be identified. The decision to stop screening after half of the articles (87 blocks of 50 articles) were reviewed was made as the number of potentially relevant articles identified per block had greatly diminished at this point (see Figure 2). Furthermore, none of the articles identified in the final 10 blocks were confirmed as being relevant when the full texts were reviewed by authors (blinded for review), indicating that the title and abstract search was concluded at an appropriate point. Therefore, 3701 articles were not reviewed at the title and abstract stage due to the screening process being halted at this point.

Of the assessed articles, 453 were flagged for full text review, of which 64 were assessed to be relevant and included in the final literature review. To be considered relevant, articles had to report empirical data relating to

Alcohol

"Alcohol Drinking"[Mesh] OR "Alcoholic Beverages"[Mesh] OR Alcohol OR "Alcohol* drink*" OR Beer* OR Wine* OR Spirits OR Liquor

And

Children/young people

"Adolescent"[Mesh] OR "Child"[Mesh] OR Child* OR Youth OR "Young people" OR Minors OR Adolescent* OR Teenager

And

Mechanisms of exposure

"Advertising"[Mesh] OR "Sports"[Mesh] OR "Parents"[Mesh] OR "Parent-Child Relations"[Mesh] OR "Family Relations"[Mesh] OR "Social Media"[Mesh] OR Advertis* OR Marketing OR Promotion* OR Branding OR Sport* OR Entertainment OR Exposure OR "Cumulative exposure" OR Immersion OR "Outlet Density" OR Parent* OR "Parental modelling" OR Parenting OR Strangers OR "Family members" OR Siblings OR "Social media" OR Sponsorship OR Endorsement

And/or

Venues

"Social Environment"[Mesh] OR Venue OR Setting OR Location OR Environment OR "Licenced premises" OR Bar OR Hospitality OR Tourism OR Pub OR Pubs OR Cinema* OR Brewer* OR Winer* OR Arcade* OR "Water Park*" OR "Theme Park*" OR "Music Venue*" OR Restaurant* OR Stadium OR "Family friendly" OR "Children's activity*" OR "Child-focused" OR "Play area*" OR "Child minding" OR "Kids' Play Area" OR "Kids' playground" OR "playground"

Note: An asterisk denotes a truncated term. [Mesh] identifies a medical subject heading term. Medical subject heading terms are used by the PubMed database to index journal articles; using these terms in the search strategy assists in identifying applicable articles.

FIGURE 1 Search terms grouped by category.

minors' exposure to alcohol-related stimuli and how this was associated with alcohol-related outcomes such as age of initiation, volume of consumption, binge drinking behaviours, attitudes to alcohol and alcohol-related harms. Full texts were reviewed by two authors (blinded for review); when discrepancies arose, the researchers discussed the relevance of the paper to reach a consensus. A flow diagram depicting the phases of the screening process is shown in Figure 3. Further detail on data extraction and synthesis is provided in Data S1, Supporting Information.

A brief confirmatory comparison search was conducted using Google Scholar to identify any potentially relevant articles that may have been missed. The search yielded one additional relevant advertising article that is included in the present review. The details of the confirmatory search are outlined in Data S1.

3 | RESULTS

None of the identified studies directly examined the effects of exposure to licenced alcohol venues on minors. However, literature was identified for three related research topic areas that provide insights into how encouraging families to attend drinking venues and licencing venues that have children as a key patron group could adversely affect underage people (see Figure 4). Twenty-one articles investigated the effects of children and adolescents' exposure to alcohol advertising, 32 focused on exposure to parents consuming alcohol and 12 examined outcomes associated with exposure to alcohol outlets. The findings relating to these topics are outlined below. Most of the identified studies were quantitative empirical studies involving

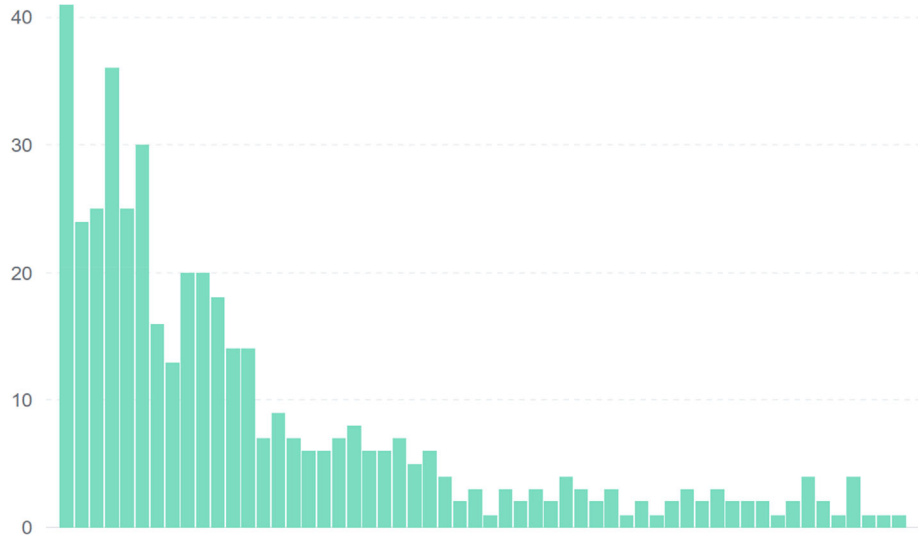

FIGURE 2 Number of articles flagged as potentially relevant in each search block of 50 articles.

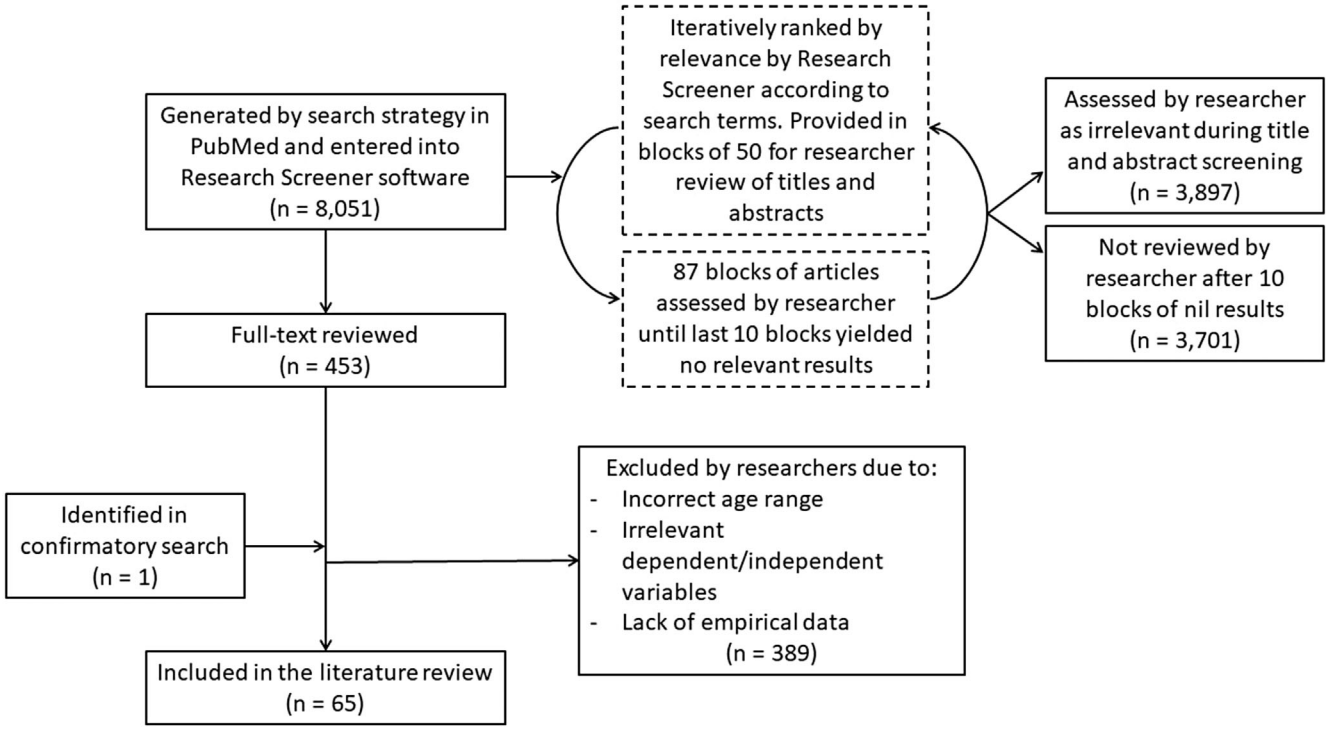

FIGURE 3 Literature search flow diagram.

the collection of primary data ($n = 61$), with four reviews also included.

3.1 | Exposure to alcohol advertising

Twenty-one articles were identified that examined the relationship between advertising exposure and underage alcohol outcomes, including research from Australia [57, 58], the Netherlands [59], South Africa [60], South America [61], Taiwan [62–64], Uganda [65] the United Kingdom [66] and the United States [47, 67–72], with some multi-country studies [24, 73–75]. The reviewed studies provided clear and consistent evidence that exposure to alcohol advertising leads to underage alcohol consumption [24, 47, 57–75]. Several of the reviewed studies were longitudinal and revealed that increasing exposure to alcohol advertising corresponded with higher levels of alcohol consumption, earlier initiation of drinking, and greater engagement in hazardous

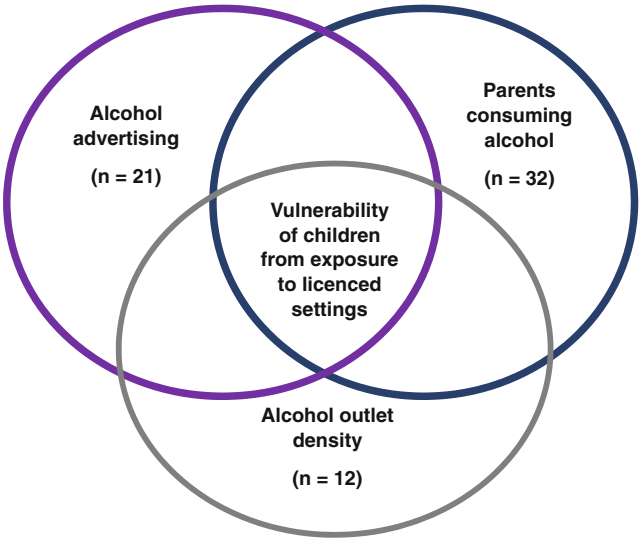

FIGURE 4 Conceptual domains of the literature review.

drinking among minors, all of which have been found to increase the incidence of alcohol-related harms [59, 70, 73]. An identified review of longitudinal studies published since 2008 supported these associations [75]. A dose-response relationship was identified whereby cumulative exposure to alcohol advertising corresponded with higher levels of alcohol consumption [47]. In terms of the magnitude of the effect, a study found that for each 1.5 standard deviation increase in exposure to television alcohol advertisements, underage people were 36% more likely to consume the advertised products [71]. These findings are consistent with the conclusions drawn by a narrative review study identified in the search strategy that included advertising research published from 1988 to 2016 and had some overlap ($n = 7$ studies) with the present review [24].

Most of the included studies were limited by their use of self-report methods to assess exposure alcohol advertising, which could be vulnerable to biases. However, the results of studies that included more objective measures of exposure to advertising were consistent in observing positive relationships between the amount of advertising to which underage people were exposed and their alcohol consumption behaviours [47, 57, 64, 73]. These studies employed methods such as measuring the frequency of alcohol television advertisements shown during shows and timeslots popular with adolescents over time [57, 73], and using 'gross metric points', which are an industry metric used to quantify the reach of an advertising campaign for different demographic groups [47].

Several mechanisms were proposed in the literature to explain how exposure to alcohol advertising influences underage alcohol consumption. The mere exposure effect posits that repeated exposure to advertising increases brand/product familiarity, which in turn leads to more favourable evaluations of and preferences for the advertised products [25]. In addition, the modelling of alcohol use in alcohol advertising can influence social norms in a manner that fosters underage consumption [76]. These norms include descriptive (believing that alcohol consumption is commonplace) and injunctive (believing that alcohol use is a socially acceptable and desirable activity) norms [24, 25]. Alcohol advertising may also create positive alcohol beliefs and expectancies among young people by portraying alcohol use in a positive light (i.e., drinking alcohol is a fun and social activity that will make you happy), thereby increasing the likelihood of underage alcohol consumption as minors anticipate enjoyable experiences to result from alcohol use [24].

Overall, there is strong evidence that exposure to alcohol advertising increases the risk of negative alcohol-related outcomes for minors. Alcohol advertising can be present at licenced venues [43, 77, 78], and thus any increase in exposure to alcohol advertising that results from attending licenced venues could be expected to result in greater alcohol-related harms among children and adolescents. Therefore, licenced venues targeting families and existing child-focused venues being licenced to sell alcohol represent a threat to minors due to the potential for increased exposure to alcohol advertising.

3.2 | Exposure to parents consuming alcohol

Although the intention was to review research concerning the impact of minors being exposed to any people consuming alcohol, all identified studies focused on children and adolescents witnessing their parents' alcohol use. The relevant research in this area examined: (i) how parental alcohol intake is associated with adverse alcohol-related outcomes in children (28 articles identified); and (ii) how children's observation of parental alcohol consumption affects children's attitudes and beliefs (4 articles). While research relevant to the first area does not directly examine exposure to alcohol consumption behaviours, it is acknowledged in the literature that greater parental alcohol use is likely to result in their children witnessing more alcohol consumption [29, 46, 79–82]. Therefore, in line with research in the area and for the purposes of this review, greater parental consumption was considered a proxy for increased exposure to parental drinking behaviours.

The 28 articles identified on parental alcohol intake only (i.e., not specifying children's observation of alcohol use) linked greater frequency and/or volume of consumption to negative alcohol-related outcomes for their

children [46, 79, 80, 83–107]. This effect was observed across numerous countries and cultural contexts, including Australia [87], Brazil [85, 90], Chile [86], China [105], Germany [97], Ireland [98], Japan [88], Mexico [107], Slovenia [96], Spain [101], Taiwan [79], the United Kingdom [91, 93, 94] and the United States [89, 92]. Thirteen of the identified studies were longitudinal and found that parental alcohol use is associated with children subsequently engaging in underage alcohol consumption, suggesting a causal link between these two outcomes [79, 84, 87, 90–94, 97, 99, 101, 103, 104]. Similarly, a systematic review of longitudinal cohort studies conducted in 2016 found that 19 of the 21 examined studies linked greater parental consumption to poorer alcohol-related outcomes for minors, including increased alcohol consumption, more frequent binge drinking, earlier initiation of drinking, and more incidents of alcohol-related harm [46]. Overall, research in this area demonstrates a greater frequency and/or quantity of parental alcohol consumption increases the likelihood of subsequent negative alcohol-related outcomes in children and adolescents [46, 79, 87, 91, 94, 97, 98]. This effect is still evident at lower levels of consumption, meaning parental drinking does not need to be at high-risk levels to impact on child outcomes [46, 79, 94, 97, 108].

These studies were limited by a reliance on retrospective recollection of alcohol consumption for both minors and their parents [80, 81, 87, 93, 94, 97, 102, 107, 108]. Some studies were further limited by requiring children to report on both their own and their parents' alcohol use [86, 88–90, 96–98, 101]. These methods for assessing alcohol-consumption could be liable to recollection biases, potentially affecting the validity of the results. However, requiring participants to recall their alcohol consumption is a commonly used method and generally results in underreporting of actual consumption, meaning the results of the reviewed studies are likely to be conservative [109, 110].

Four studies examining the effects of children's observations of their parents' alcohol consumption were conducted in the Netherlands [111–114]. They were longitudinal studies measuring how frequently minors were exposed to their parents' drinking behaviours to see if it predicted their future expectancies, normative beliefs around alcohol use, and alcohol consumption. Two studies found that children and adolescents who were more frequently exposed to parental consumption at family occasions (e.g., family barbeques) were more likely to endorse positive expectancies about alcohol such as 'alcohol makes people more sociable' [111, 112]. The third study found that children aged 4–6 years who were more frequently exposed to their parents' alcohol consumption were more likely than their peers to report the consumption of alcoholic beverages as being the norm for adults in social situations [113]. The fourth study demonstrated that adolescents' exposure to parental consumption increased their likelihood of later consuming alcohol themselves [114]. These findings suggest that witnessing parents consuming alcohol risks normalising alcohol use, fostering pro-alcohol beliefs and increasing the likelihood of underage consumption in adolescence.

Several explanations have been proposed to account for the identified relationships between parental alcohol consumption and child outcomes. First, they could reflect spurious correlations caused by shared factors between parents and children, such as immersion in pro-alcohol environments, ease of access to alcohol and cultural or religious influences [46]. Second, children can inherit their parents' genetic vulnerability to developing alcohol-related issues, which would contribute to transgenerational alcohol problems [91, 115]. Third, parental drinking fosters positive alcohol expectancies among children through children observing their parents' alcohol use [29, 79–82]. In terms of the latter, a systematic review concluded that minors primarily learn about alcohol via observation of others, and that exposure to parental consumption behaviours throughout childhood and early adolescence can create positive alcohol expectancies, increasing the likelihood of underage alcohol use [29]. Observing parents consuming alcohol can cause children to associate alcohol use with socialising, being happy, attending fun events and relaxing [79, 87]. Research suggests that children's alcohol-related expectancies develop at a young age [26, 28, 30], with children as young as four able to identify contexts where alcohol is typically consumed (e.g., parties) and recognise that alcohol use changes adults' emotions [108, 111]. Children aged 3–6 years who frequently attend events where alcohol is consumed demonstrate greater knowledge about social norms surrounding alcohol consumption compared to their peers [28].

Overall, the reviewed research consistently demonstrated that observing alcohol consumption behaviours can normalise alcohol use, create positive alcohol expectancies, and increase the subsequent risk of negative alcohol-related outcomes for children. This risk increases with greater exposure [46, 79, 87, 91, 94, 97, 98]. Therefore, immersion in contexts where alcohol consumption behaviours are enacted, whether at home or in licenced venues, represents a risk to young people because it can promote underage alcohol use. This highlights the potential for adverse outcomes among minors resulting from increased prevalence of family friendly licenced venues or the introduction of alcohol to venues with existing child-focused activities.

3.3 | Exposure to alcohol outlets

Twelve studies focusing on the effects of alcohol outlet density on minors were identified [45, 116–126]. These studies examined the relationship between the density of alcohol outlets near minors' residences and schools and any associated alcohol-related outcomes. Alcohol outlets represent a context where minors are likely to be exposed to the above-mentioned alcohol-related stimuli (alcohol advertising and parents/people consuming alcohol) [45, 77]. On-premises alcohol outlets are those where alcohol is consumed at the venue (e.g., bars, pubs and restaurants), while off-premises outlets are those where alcohol is sold but not consumed (i.e., alcohol retail stores) [45]. Living near both these kinds of alcohol outlets has been associated with underage people seeing more alcohol-related stimuli in their environments [78, 116], and as such both types were included in this review due to their potential to normalise alcohol use for minors [45, 116, 124]. In line with this, outlet density was consistently linked to higher levels of underage alcohol consumption [45, 48, 116–125]. This association was observed for both on- and off-premises retailers [45, 116–118] and across multiple countries, including Australia [45, 123, 124], Brazil [119, 120, 122], New Zealand [118] and the United States [116, 117, 121, 126]. The association between outlet density and level of alcohol consumption was found to be stronger in adolescents than in the general population, suggesting adolescents may be particularly susceptible to the presence of alcohol outlets in their environments [117].

While most of the identified studies were cross-sectional in design, the two longitudinal studies supported the consensus and demonstrated that outlet density at baseline was associated with subsequent adolescent drinking behaviours [117, 123]. One of these was an Australian study that found the density of alcohol outlets independently predicted adolescent consumption over the course of a year, while controlling for several other factors associated with adolescent drinking behaviours [123]. The other was conducted in the United States and found that outlet density and neighbourhood disadvantage were both independently associated with binge drinking behaviours among adolescents [117].

Two primary reasons have been proposed to explain the link between outlets and underage consumption of alcohol. First and most relevant to the present review is that the presence of on- and off-premises alcohol retailers normalises the use of alcohol for minors via increased exposure to alcohol-related stimuli [45, 118, 124]. On-premises outlets are thought to be particularly problematic because minors are more likely to be directly exposed to adult drinking behaviours in these venues [45, 127]. The second explanation is the availability theory that suggests that as the availability of alcohol increases, so do consumption and corresponding alcohol-related issues [45, 116, 117, 128]. Greater outlet density increases availability via lower prices due to increased competition, and closer proximity to multiple outlets provides underage people with more means to access alcohol via their social contacts [116, 117]. In line with this reasoning, minors living in higher outlet density areas report being able to access alcohol more easily than their counterparts in lower outlet density areas [49]. Taken together, the findings of these studies point to the potential negative outcomes associated with a proliferation of family friendly venues that results in minors having more licenced venues in their environments and greater access to such venues.

4 | DISCUSSION

No identified study published within the narrative review period directly examined the effects of exposure to licenced alcohol venues on minors. However, the search strategy identified numerous relevant articles in related areas that in combination provide support for the argument that greater exposure to alcohol-related stimuli resulting from minors being around licenced venues increases the risk that they will engage in underage alcohol consumption and experience associated negative alcohol-related outcomes. Being exposed to alcohol advertising, parents consuming alcohol and alcohol outlets shapes the alcohol-related norms and expectancies of underage people, making them more likely to initiate alcohol use earlier, consume greater amounts of alcohol and engage in riskier drinking behaviours. These findings are consistent with those of work published prior to the search period that also noted the importance of different alcohol-related stimuli in forming children's perceptions of alcohol from a young age and their subsequent consumption behaviours [129–131]. Given venues in some countries are seeking to attract families with underage children [31–37], the results of this review highlight the need to discourage this practice to prioritise the protection of young people.

The findings are also in line with research examining the effects of allowing minors into gambling venues. Like licenced alcohol venues, some gambling outlets promote themselves as being 'friendly', 'safe' and 'fun' environments for children, offering playgrounds, babysitting services and children's meals to entice families into their venues [39]. In an Australian study, children who attended venues that hosted gambling activities and served alcohol were interviewed to understand their

perceptions of the venues and gambling activities [132]. Overall, the children reported having positive experiences at the venues, describing them as being fun and making references to the child-friendly offerings. When asked to draw depictions of the venues, one-third of the children included gambling activities or alcohol in their drawings, suggesting these stimuli are a salient part of the children's venue-related experiences. In terms of their attitudes to gambling, over half of the interviewed children expressed a desire to gamble when they reach adulthood, making statements like 'I like to win stuff' and 'because they're what I have seen other adults do' [132]. Being exposed to gambling venues thus appears to normalise and create positive expectancies for adult activities observed by minors in these contexts. The research reviewed in the present study indicates that similar outcomes are likely for children's perceptions of desirable and acceptable alcohol consumption behaviours as a result of exposure to alcohol-related stimuli in licenced venues.

Several strategies could be implemented to reduce the risk that attending alcohol outlets poses to underage people. Prohibiting minors' access to licenced venues or restricting their attendance hours would likely be the most invasive but effective means to protect them. From a licensing perspective, local government authorities could be educated about the possible dangers of permitting alcohol sales at child-oriented venues so they can consider this information when making licensing determinations. If minors do attend licenced venues, various techniques could be used to minimise harm. Given exposure to alcohol advertising appears to have a cumulative effect [47, 133–138], minimising minors' exposure to advertising if they attend licenced venues is crucial and is consistent with the World Health Organization's recommendations to reduce the extent to which children are exposed to alcohol marketing in all its forms [139]. Similar to 'no smoking areas' implemented in the past to reduce exposure to tobacco smoke in licence venues [140], designated areas free of alcohol advertising and other alcohol-related stimuli could be set aside for families with minors. Any designated areas for children should be designed to ensure that they do not have a line of sight to alcohol advertising, alcohol consumption and service areas. Tobacco research has previously shown that reducing the visibility of tobacco products at the point of sale reduces brand awareness and desire to try these products among young people [141].

Another potentially effective method to reduce the negative effects of exposure to licenced venues that cater for children may be to prohibit venues from advertising themselves as being appropriate recreational contexts for families and minors. This should extend to prohibiting alcohol venues from sponsoring minors' sporting clubs to further reinforce that these types of venues are not appropriate for underage people [142]. Public health representatives frequently advocate for restrictions on alcohol advertising as an effective method for reducing alcohol-related harms [143, 144]. Public health communications could also inform parents about the potential dangers associated with taking their underage children to alcohol outlets. People generally have a poor understanding of the risks associated with alcohol consumption [145, 146], and many parents may be unaware of the cumulative harmful impacts of child exposure to alcohol prompts in the settings in which they live, play and socialise.

4.1 | Limitations and future research

The present study has several limitations. First, while the findings suggest that exposure to alcohol-related stimuli in licenced settings is likely to increase the risk of alcohol-related harms for children and adolescents, this is based on converging evidence in related areas rather than direct empirical research conducted in these settings. To overcome this limitation, there is a need for further research that directly examines how alcohol venue attendance affects underage people. Second, the use of English search terms may have prevented the identification of relevant research published in other languages. The potential impact of this limitation is somewhat attenuated by the identification of articles from a range of differing geographical locations using the employed search terms. Third, this narrative review did not attempt to identify whether a publication bias exists in the reviewed areas of research. Therefore, it cannot be ruled out that the observed consistent findings across numerous studies might be partially due to publication bias. Fourth, the reliance on one database for the primary literature search means the review should not be considered an exhaustive account of relevant literature. Last, research concerning exposure to others consuming alcohol was limited to parental alcohol use. Future research should examine whether the association between witnessing parental consumption and poorer alcohol-related outcomes for minors extends to witnessing others' drinking behaviours.

5 | CONCLUSION

Based on the examined research, the conclusion of this narrative review is that exposure to alcohol-related stimuli in family friendly licenced settings and in conjunction with child-focused activities is likely to increase the risk of alcohol-related harms for children and adolescents.

Exposure of minors to these alcohol outlets presents a threat to reversing downward trends in alcohol consumption in this age group by normalising alcohol use for current and future generations. Policy makers should act to protect young people and prevent a 'slippery slope' whereby including minors in drinking occasions becomes increasingly acceptable and commonplace.

AUTHOR CONTRIBUTIONS

Leon Booth: conceptualisation, data curation, formal analysis, writing—original draft. Mia Miller: formal analysis, writing—original draft. Simone Pettigrew: funding acquisition, conceptualisation, formal analysis, writing—review and editing, supervision. Each author certifies that their contribution to this work meets the standards of the International Committee of Medical Journal Editors.

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CONFLICT OF INTEREST STATEMENT

The authors have no other conflicts of interest to declare.

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SUPPORTING INFORMATION

Additional supporting information can be found online in the Supporting Information section at the end of this article.

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