**Appendix material legend**

**S1.** Urban determinants of alcohol behavior

**S2.** On-premises alcohol outlets often display outdoor structural elements associated with alcohol products such as this blackboard menu framed with beer branding.

**S3.** The glass fences of terraces in the street often feature beer promotional items, as shown in this café in downtown Madrid.

**S4.** Many on-premises alcohol outlets display advertisements outdoors, promoting alcohol products, offering drinks at discount prices, and advertising brands, sometimes associated with food.

**S5.** Beer delivery trucks become mobile advertisements, another channel used by the alcohol industry to promote its brands.

**S6.** In Madrid, street vendors or people promoting alcohol on streets may be found in tourist areas, especially at nighttime. Sometimes they offer free promotional drinks or discounts in on-premises outlets.