



Drinking responsibly – tips & assistance

drink
POSITIVE
PROMOTING MODERATION
TACKLING MISUSE

The COVID-19 outbreak is a global challenge that has shifted the way many of us live, work, and socialize. Social distancing means spending more time at home and limiting physical interaction with others. As a result, people who chose to drink alcohol will be doing so wherever they are self-isolating. It's important that we know how to do this in a smart way that does not have a negative impact on our health and wellbeing. This guidance provides tips on how to drink responsibly, and in moderation, during these unprecedented times, where staying at home is the best option for our families and our communities.

TOP TIPS:

1. Drink in moderation: Keep track of your drinks and ensure you are following [U.S. government drinking guidelines](#): women should not regularly have more than one drink per day and men up to two drinks per day (adults of legal drinking age only).

Why not take the [DrinkiQ Quiz](#)? The Diageo DRINKiQ Quiz is a short and engaging on-line tool to share facts on alcohol and moderate drinking. By completing the quiz, consumers can test and improve their knowledge about alcohol and how to drink smarter.

2. Alcohol is alcohol: Remember, the same amount of alcohol is in a standard measure of beer, wine and spirits – it's how much alcohol you drink, not what you drink that matters. In the U.S., a [standard drink](#) is equal to 14 grams of pure alcohol, which could be found in 1.5 ounces of 40% ABV spirits, 12 ounces of 5% ABV beer and 5 ounces of 12% ABV wine.

3. Eat & hydrate, hydrate, hydrate: Never drink on an empty stomach and always have something to eat before drinking. Food will slow down the absorption of alcohol. And always remember to stay hydrated by drinking plenty of water in between your drinks.

4. Home measures: Track your drinks. When pouring your drinks, use unit measuring cups or any liquid measuring cup or jug you have in your kitchen.

5. Get creative! Miss your local cocktail bars; learn to make your own cocktails. [Diageo Bar Academy](#) have online tutorials that will make you a master mixologist from the comfort of your own home.

6. Drink free days: Incorporate drink free days into your week and challenge yourself to engage in different activities to have fun, e.g. board games, virtual coffee dates with friends and family, etc. Mix things up and try non-alcoholic versions of your favorite drink – discover a range of recipes with [Seedlip](#) or [Ritual Proof Zero](#). Sometimes the responsible decision is to abstain from drinking altogether, especially if you are pregnant, on medication, or have other health considerations.

7. Plan virtual happy hours and online gatherings: There are multiple platforms that offer video conferencing and chat capabilities. Plan in advance, set the date, send out invites and get dressed up, just ensure that the privacy settings are on to make it a private social gathering.

For more information on alcohol and your body, please go to www.DrinkiQ.com and if you have medical concerns please consult your doctor.



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ADDITIONAL FACTS:

Alcohol is alcohol

When it comes to drinking alcohol, there is no beverage of moderation, only a practice of moderation. Alcohol is alcohol, regardless of whether it is consumed as beer, wine or distilled spirits, and what matters is how much alcohol a drink contains and how much is consumed.

How alcohol is processed by the body

The liver is responsible for breaking down alcohol once it enters the body. The enzyme responsible for this breakdown is called Alcohol Dehydrogenase (ADH).

The liver processes about 1 standard drink/unit an hour. Nothing can speed this process up – not coffee, sleep or food.

Women process alcohol less efficiently than men. They have less ADH and less water in their bodies.

Food helps alcohol stay in your stomach longer. It delays absorption slowing down the time it takes to get to your brain.

Hangovers are largely the result of dehydration caused by excessive consumption of alcohol. Drinking plenty of non-alcoholic beverages and moderating your intake of alcoholic drinks can help avoid hangovers.

Heavy drinking is in the short and long term dangerous and can result in alcohol poisoning, a coma or even death.

Drinking and pregnancy

There is no known safe level of drinking during pregnancy. Women who drink while pregnant increase the risk of having a baby with fetal alcohol syndrome (FAS).

Alcohol appears in breast milk 30 minutes after a woman starts drinking. Each standard drink takes about one hour to be eliminated. It is important to make sure that alcohol is eliminated from the body before breastfeeding.

Illegal alcohol

Illegally produced alcohol can be very dangerous to your health and should be avoided. It often contains cheaper or hazardous types of alcohol (e.g. methanol) or chemicals used in cleaning fluids, nail polish and automobile screen wash.



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Other useful resources:

[Rethinking Drinking](#): is a resource with information produced by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), a part of the National Institutes of Health U.S. Department of Health and Human Service.

[International Alliance for Responsible Drinking](#): IARD examines practices around policies and interventions that reduce harmful drinking and has evidence-based resources that examine the relationship between patterns of drinking and health outcomes.

[Responsibility.org](#): is a non-profit organization, funded by America’s leading distillers, dedicated to eliminating drunk driving, underage drinking, and promoting responsible decision-making regarding beverage alcohol.

[Virtual Bar](#) is a blood alcohol concentration (BAC) calculator that utilizes the latest science to help you get a better understanding of how different factors affect your BAC depending on gender, weight, the food you eat, and what and how you drink throughout the night, as well as other important variables.

[Drinking Myths Revealed](#): busting the common myths about alcohol.

[What’s in Your Drink](#): consumers are also increasingly discerning about what they eat and drink and want to know about both nutritional values and the amount of alcohol in a drink to make the most informed choices.

