

# Knowing your limits

The fifth annual Drinkwise Day – the focus of the year-round Drinkwise campaign – takes place on June 8. It aims to raise public awareness about responsible drinking and encourage healthy choices. Hardened boozers need not fear however – it is not about cutting out alcohol entirely for the day

## What is a unit of alcohol?



Half pint of ordinary strength beer, lager or cider



Small glass of wine



Single measure of spirits

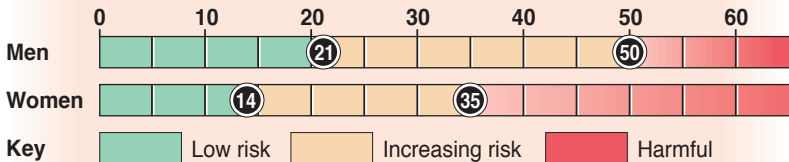


Small glass of sherry




Single measure of aperitif

## How many units a week?




## What is low alcohol?


Under 1984 regulations, labels and advertisements of 'low alcohol' drinks must contain an indication of maximum alcoholic strength. There are three ABV (alcohol by volume) categories



**Low alcohol:**  
Alcoholic strength must not exceed 1.2% ABV




**Dealcoholised:**  
Alcohol must be extracted. ABV no more than 0.5%




**Alcohol free:**  
Alcohol must be extracted. ABV no more than 0.05%


## How much do we drink?




The average adult in the UK drinks around 240 pints of beer or lager, 20 bottles of wine, 10 pints of cider and 5 litres of spirits



It takes the body one hour to burn up each unit of alcohol



Black coffee and cold showers do not reduce effects of drunkenness



More than 90% of women and 78% of men drink within recommended limits but those aged under 30 years are likely to drink