

# Guidelines for RESPONSIBLE DRINKING



Enjoy wine to its fullest.

- Understand the wine you drink: knowing the origins and culture of its unique flavour makes it more pleasurable.
- Drink slowly: take time to savour the distinctive taste of your wine.
- Pair wine with good food: enjoy wine that complements your meal and accompany with a glass of water.
- Regular consumption of small amounts of wine is preferable to binge drinking large amounts on a single occasion.
- Don't exceed the guidelines for low-risk consumption of alcoholic beverages.



Wine consumption requires maturity: underage people should not drink.



Pregnant women should avoid consumption of alcoholic beverages.



Don't drink and drive! If you do drive don't exceed the legal Blood Alcohol Concentration (BAC) limits.



When in doubt, consult your family doctor.

The European wine sector's WINE IN MODERATION programme works to promote responsible consumption as a cultural / social norm, with a view to prevent and reduce alcohol abuse and related harm.

[www.wineinmoderation.eu](http://www.wineinmoderation.eu)



BE RESPONSIBLE. DRINK IN MODERATION.

"I think that alcohol and fire have much in common, both are civilized boons and blessings. Well used fire can give comfort and heat in a fireplace. Foolishly and unwisely used, each can be a monster capable of destruction."

NOAH GORDON

/MAR: 16.03.2015



## WINE A TASTE FOR MODERATION





Only by savouring wine moderately and slowly can its complex flavours be fully appreciated and enjoyed. If consumed in accordance with recommended guidelines, moderate wine consumption by adults, as part of a balanced diet, is compatible with a healthy lifestyle.



BE RESPONSIBLE. DRINK IN MODERATION.

## A LOW-RISK MODERATE CONSUMPTION

According to references provided by the public health authorities, a low-risk consumption should follow these guidelines\*:





	2	2 drink units a day for women
	3	3 drink units a day for men
	4	No more than 4 drink units on a single occasion
	0	You should not drink 1 or 2 days per week

\*Not applicable to:

- Children and young people under 18 years old;
- Women who are pregnant or breastfeeding;
- People who drive or operate heavy machinery;
- People taking medication that does not combine with alcohol;
- People who are alcohol-dependent;
- People with epilepsy;
- People with a traumatic brain injury history;
- People with digestive or central nervous system diseases.

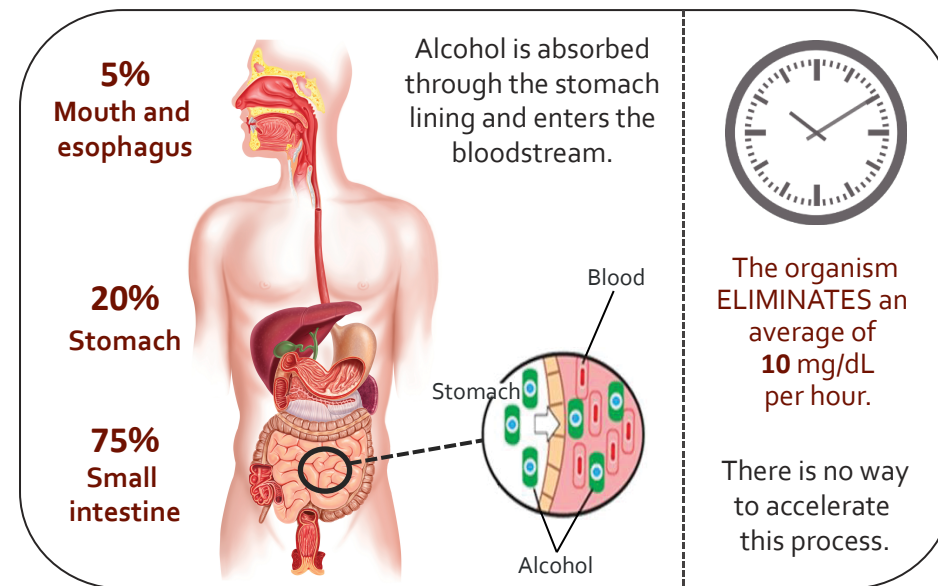
## ALCOHOL CONSUMPTION: UNITS OF MEASUREMENT

1 drink unit represents 10g of pure alcohol which equates to:

	 10 cl of wine or sparkling wine at 12% vol.
	 6 cl of liqueur wine at 20% vol.
	 7 cl of aromatized wine at 15% vol.

## ALCOHOL ABSORPTION

Alcohol is not digested. It is absorbed rapidly by the mucosal lining of the organs into the bloodstream.



## THE MYTHS ABOUT ALCOHOL

- Alcohol is not a stimulant - it lowers blood pressure and reduces brain activity.
- A beer contains the same amount of pure alcohol as a unit of distilled beverages. The difference is the degree of dilution.
- Mixing soft drinks with alcoholic beverages does not dilute or modify the volume of alcohol.
- Drinking a cup of coffee, taking a cold shower or making some exercise will not make you sober.
- Eating does not lessen the effect of alcohol, it only delays its absorption into the bloodstream.
- You are not able to drive after one hour. The period of time you should wait before driving depends on the amount of alcohol absorbed by the organism.