



## Alcohol & Responsible Consumption

**All of us may drink alcohol from time to time  
But it is important to know how to do so responsibly**

### What is a reasonable quantity?

#### Responsible consumption

We believe that our products are consumed responsibly when they are consumed for pleasure and within reason always making sure not to lose one's self control nor endanger one's own health and safety or that of others.

Whilst the precise amount that corresponds to responsible consumption cannot be defined, the WHO (World Health Organisation) nevertheless recommends that the following thresholds should not be exceeded: a daily intake of 3 to 4 standard drinks for men and 2 to 3 standard drinks for women.

A standard drink:  
25 cl beer 5%  
= 10 cl wine 10%  
= 6 cl porto 20%  
= 3 cl spirits 40%  
= 2 cl anise – flavor liqueur 45%

#### Excessive consumption

This is the stage beyond recreational, convivial, responsible consumption which modifies neither personality nor social behavior. It endangers the consumer and others, for example when driving is involved.

#### What are the risks?

In the short term, the excessive consumer can no longer control his emotions and has difficulty coordinating. Excessive consumption over several hours can be fatal. Other consequences of excessive consumption include social difficulties, the risk of depression and liver disease.

#### Alcohol and driving

In each European country the consumption of alcohol when driving is the subject of strict legisla-

tion limiting the maximum blood alcohol level to 0,5 g (pure alcohol/liter of blood)

Except in:

Ireland, Malta and the United Kingdom: 0,8 g/l

Latvia: 0,49 g/l

Lithuania: 0,4 g/l

Cyprus: 0,39 g/l

Norway, Sweden, Poland, Estonia: 0,2 g/l

Czech Republic, Hungary, Romania, Slovakia: 0 g/l

For each person this level corresponds to different quantity of alcohol consumed and the level drops as time passes from the moment of consumption: a healthy person eliminates 0,1 to 0,15 g/l of alcohol per hour.

In cafes and most restaurants, a glass of red wine, a champagne flute, a whisky or a glass of cognac all contain roughly the same quantity of alcohol: approximately 10g, this is known as the standard glass (WHO source).

(This is not the case at home or at parties where larger quantities tend to be served).

### A few tips for drivers...

- Take the time to assess your blood alcohol level (breathalyzer, etc.)
- Delay driving until your blood alcohol level drops to a satisfactory point. There is no other “remedy” for lowering blood alcohol levels
- If this is impossible or if you are not sure, have someone drive you home, call a taxi or stay overnight.
- Driving with a blood alcohol level equal to or above 0,5 g/l increases the risk of accidents and is a criminal offence.

Before driving estimate your blood alcohol level:

conso weight	Women					Men				
	1 glasses	2 glasses	3 glasses	4 glasses	5 glasses	1 glasses	2 glasses	3 glasses	4 glasses	5 glasses
45 kg	0,2	0,5	0,8	1,0	1,3					
50 kg	0,2	0,5	0,7	0,9	1,2	0,2	0,4	0,6	0,8	1,0
60 kg	0,2	0,4	0,6	0,8	1,0	0,1	0,3	0,5	0,7	0,9
70 kg	0,1	0,3	0,5	0,7	0,9	0,1	0,3	0,5	0,6	0,8
80 kg	0,1	0,3	0,5	0,7	0,8	0,1	0,3	0,4	0,5	0,7

Source Enterprise et Prevention)

These figures are for information only. Health, tiredness, taking medication, etc. may increase these levels for the same quantity consumed.