A "standard drink" of alcohol in Canada is equal to:

- **Beer**
  - 1 x 341ml/12 oz at 5%
- **Cooler/Cider**
  - 1 x 142ml/5oz at 12%
- **Spirits**
  - 1 x 43ml/1.5oz at 40%

There are currently two types of drink labels:

- **% Alcohol by Volume (%ABV) labels**
  - tell us the proportion of pure alcohol in a beverage container
  - *currently used in Canada*
- **Standard Drink (SD) labels**
  - tell us the number of standard drinks in a container
  - *currently used in Australia, New Zealand & the UK*

Which of the two labels works best?

We asked liquor store customers to estimate the # of standard drinks in different amounts of their favorite beverages using % Alcohol by Volume (%ABV) and Standard Drink (SD) labels.

<table>
<thead>
<tr>
<th>Alcohol type</th>
<th>%ABV label</th>
<th>SD label</th>
</tr>
</thead>
<tbody>
<tr>
<td>beer</td>
<td>76% estimated correctly</td>
<td>94% estimated correctly</td>
</tr>
<tr>
<td>wine</td>
<td>72% estimated correctly</td>
<td>100% estimated correctly</td>
</tr>
<tr>
<td>spirits</td>
<td>48% estimated correctly</td>
<td>87% estimated correctly</td>
</tr>
</tbody>
</table>

People were more accurate when shown Standard Drink labels.

Standard Drink labels are most useful for:

- Wine and spirit drinkers
- When beverages have higher or lower alcohol content than 1 "standard drink"
- Both younger and older people

Why does this matter?

Standard Drink labels can help people:

- Monitor how much they drink
- Follow low-risk drinking guidelines
- Keep within the legal limit when driving

83% of people agreed alcohol containers should have Standard Drink labels.

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**References**


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