

HOW SHOULD WE

LABEL

OUR ALCOHOL?

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



1 x 341ml/12 oz
at 5%
BEER
COOLER/CIDER



1 x 142ml/5oz
at 12%
WINE



1 x 43ml/1.5oz
at 40%
SPIRITS

There are currently two types of drink labels:

% Alcohol by Volume (%ABV) labels

tells us the proportion of pure alcohol in a beverage container

*currently used in Canada

Standard Drink (SD) labels

tells 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

Alcohol type	When shown %ABV label:	When shown SD label:
beer	76% estimated correctly	94% estimated correctly
wine	72% estimated correctly	100% estimated correctly
spirits	48% estimated correctly	87% estimated correctly

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

Osiowy, M., Stockwell, T., Zhao, J., Thompson, K., & Moore, S. (2014). How much did you actually drink last night? An evaluation of standard drink labels as an aid to monitoring personal consumption. *Addiction Research & Theory*, (0), 1-7. | <http://bit.ly/DrinkLabel>



University of Victoria

Centre for Addictions Research of BC



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