



Drink Using the 'Rule of 1' at Rugby Tonight ***1 standard drink processed in 1 hour***

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Drinkers should keep the 'Rule of 1' in their back pocket to help them stay safe and sociable at the rugby tonight says the alcohol industry's social change programme *Cheers!*

"It's a simple rule but an effective one – the average person can process one standard drink in one hour," says *Cheers!* Board member, Robert Brewer.

Brewer says he and his partner will be going to the game tonight and will likely have a pint in a pub close to Westpac Stadium before the game, walk to their seats and he'll probably have a couple of mid strength beers during the game at 2.5% ABV.

"The pint before the game will be at least two standard drinks and the two beers at the stadium will be just over one standard drink in total. The Rule of 1 tells me that it will take my body at least three to three and a half hours to process the alcohol in all that.

"And that's about right for me if I pace myself and have a bite to eat – an hour to get to the game, 80 minutes of rugby, 30 minutes of celebration at the ground after we thrash the Aussies and then we walk home. Perfect!"

"We all know that we should drink moderately but there is little information out there telling us how we stay in the moderate zone. But the Rule of 1 is a simple way to do just that," says Brewer.

Cheers! research finds that while most of us have heard of standard drinks few of us understand what the measure actually means.

"At *Cheers!* we believe that by increasing this understanding we can help people pace their drinking better and stay in the moderate zone. We're currently working on a campaign that will help promote the Rule of 1 story."

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For further information contact Robert Brewer 021 505044

Cheers! is part of The Tomorrow Project – a joint industry-funded charity established in 2012 with the objective of helping to create a moderate drinking culture by providing the facts, tools and experiences drinkers need to stay safe and sociable when they're drinking. The Tomorrow Project partners are the Brewers Association of Australia and New Zealand, Spirits New Zealand and New Zealand Winegrowers.