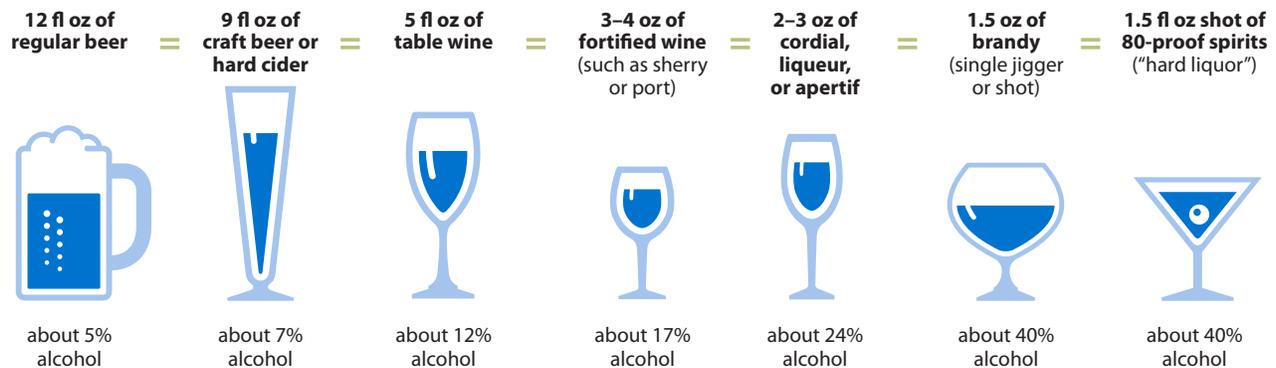


## How much are you really drinking?

### Standard drink equivalencies

In the United States, a “standard” drink is any drink that contains about 0.6 fluid ounces of “pure” alcohol. Although the drinks below are different sizes, each contains approximately the same amount of alcohol and counts as a single standard drink.

The percent of “pure” alcohol, expressed here as alcohol by volume (alc/vol), varies.



### What is alcohol by volume?

Alcohol by volume (abbreviated as ABV, abv, or alc/vol) is a standard measure of how much alcohol (ethanol) is contained in an alcoholic beverage (*expressed as a percentage of total volume = number of ml of alcohol in 100 mls of liquid*). The proof number is twice the percentage of the alcohol content.

### Why is this important?

Knowing standard drink sizes and the number of drinks per container can help you make informed decisions about your drinking. You'll be able to:

- count drinks more accurately
- pace yourself better
- stay within low-risk drinking levels

### Easy-to-use drink size calculator

<http://rethinkingdrinking.niaaa.nih.gov/toolsresources/drinksizcalculator.asp>

## Drink calculator

Alcoholic beverage	Size	ABV %	# of standard drinks
regular beer	12 oz. (standard)	5	1
regular beer	16 oz/pint	5	1.3
craft beer /hard cider	pint	5	1.3
craft beer/hard cider	pint	5.5	1.5
craft beer/hard cider	pint	6	1.6
craft beer/hard cider	pint	7	1.9
craft beer	pint	8	2.1
craft beer	pint	9	2.4
craft beer	pint	10	2.7
craft beer	pint	11	2.9

## All beers are not created equal

Type	ABV %	Type	ABV %
American Amber	5.5	Pilsner	8
Barleywine	11.5	Pale Ale	5.5
Blonde	5.5	Red Lager	5
Brown Ale	6.0	Stout	5.5
Double IPAs	9.2	Pale Ale	5.5
IPA	6.7	Porter	6
IPA Imperial	10.5	Wheat	5.5

## The craft beer & hard cider revolution

During the Industrial Revolution, the production of beer moved from domestic artisanal manufacture to industrial manufacture. By the mid-1970s there were still fewer than forty breweries in America and most bars only had four beers on tap — Budweiser, Miller Lite, Beck and Heineken. Currently, there are more than 2,700 breweries nationwide and another 1,500 coming — allowing most Americans to live within ten miles of a brewery (Brewer’s Association, 2014). The craft beer revolution is a shift back toward the artisanal — producing stronger and more varieties of beer than ever.

Likewise, hard cider has also enjoyed new popularity, and is currently the fastest-growing segment of the beer and flavored malt beverages market.