

# CELEBRATING LIFE, EVERY DAY, EVERYWHERE

DIAGEO

However you choose to celebrate,  
enjoy your drink responsibly.

Here are some tips to help you enjoy your celebrations:



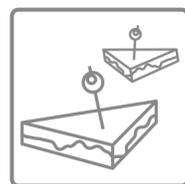
## Spacers

Water or non-alcoholic 'spacers' between drinks will keep you refreshed and help pace an evening



## Drive time

Think about how you're going to get home before you leave home. Grab a cab or designate a driver



## A bite to eat

Eating before or while drinking slows alcohol absorption



## Top-ups

Avoid top-ups so you can keep track of your alcohol intake



## Be a responsible host

Provide food and non-alcoholic drinks. Consider serving pre-made cocktails using standard drink measures



## Women

You are more sensitive than men to the effects of alcohol



## Alcohol is alcohol

Remember, the alcohol in beer, wine and spirits is the same – it is how **much** you drink, not **what** you drink, that matters



For more information, visit

[DRINKiQ.com](http://DRINKiQ.com)

To view Diageo's 2013 Sustainability & Responsibility Report visit:  
<http://srreport2013.diageoreports.com>

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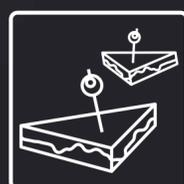
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