CELEBRATING LIFE, EVERY DAY, EVERYWHERE

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

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