



## Encouraging Moderate Drinking

### **Zebra-Drinking:**

Zebra-striping is a new trend where drinkers **alternate between alcoholic and no/low-alcohol beverages throughout the night**. This method helps control alcohol intake, offering a more balanced approach to social drinking.

Print off the information on Zebra-striping (on the next couple of pages) onto A5 sized card (double-sided) and lay them on tables for people to look at when they are having a sit down meal or tasting.

### **Bookending:**

Bookending involves **starting and finishing the night with a no/low-alcohol drink**, while enjoying alcoholic options in between. This method allows people to pace themselves and still enjoy the social experience.

### **Activity-Led Socialising:**

The UK is shifting **away from traditional, alcohol-centric socialising in favour of activity-based outings like bowling, mini-golf, or interactive experiences**.

Have a look at Wine in Moderation for some useful tips: [Home | Wine In moderation](#)





## Zebra Drinking - Alternate between alcoholic and non-alcoholic drinks!

### Follow the Guidelines

The Chief Medical Officers' low risk guidelines are not to drink more than 14 units a week on a regular basis.

### Try Something New

Nearly 1 in 4 UK adults already use zebra-stripping to enjoy a more mindful night out.

### No Regrets

Lower blood alcohol levels = less risk of impaired judgement, and so reduced anxiety.

### Stay Hydrated

It combats dehydration, reducing hangover symptoms.

### Pace Yourself

Gives your body more time to process each drink, keeps you in control.

**For more information on low risk drinking scan the QR code.**

