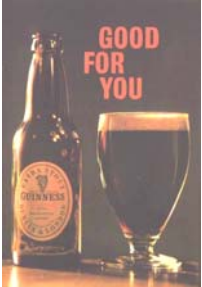
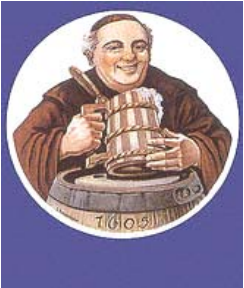




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# Beer considered a healthy drink



3000                      2000                      1000                      0                      1000                      2000

BC                      AD



*"...alcohol was, at that time, regarded as essential for health. Teetotallers were looked on as dietetic cranks and it is interesting that they were sometimes rejected by medical examiners for life assurance on the grounds that they were taking risks in abstaining from what was considered to be an essential food"*

***Dr Charles Macalister, consultant paediatrician at Liverpool, England, describing his childhood in the 1860s.***



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- The AAB is the organisation for the Australian Brewing industry:
  - Carlton and United Breweries
  - Lion Nathan Australia
  - James Boag
  - Cooper's Brewery

# AAB Roles

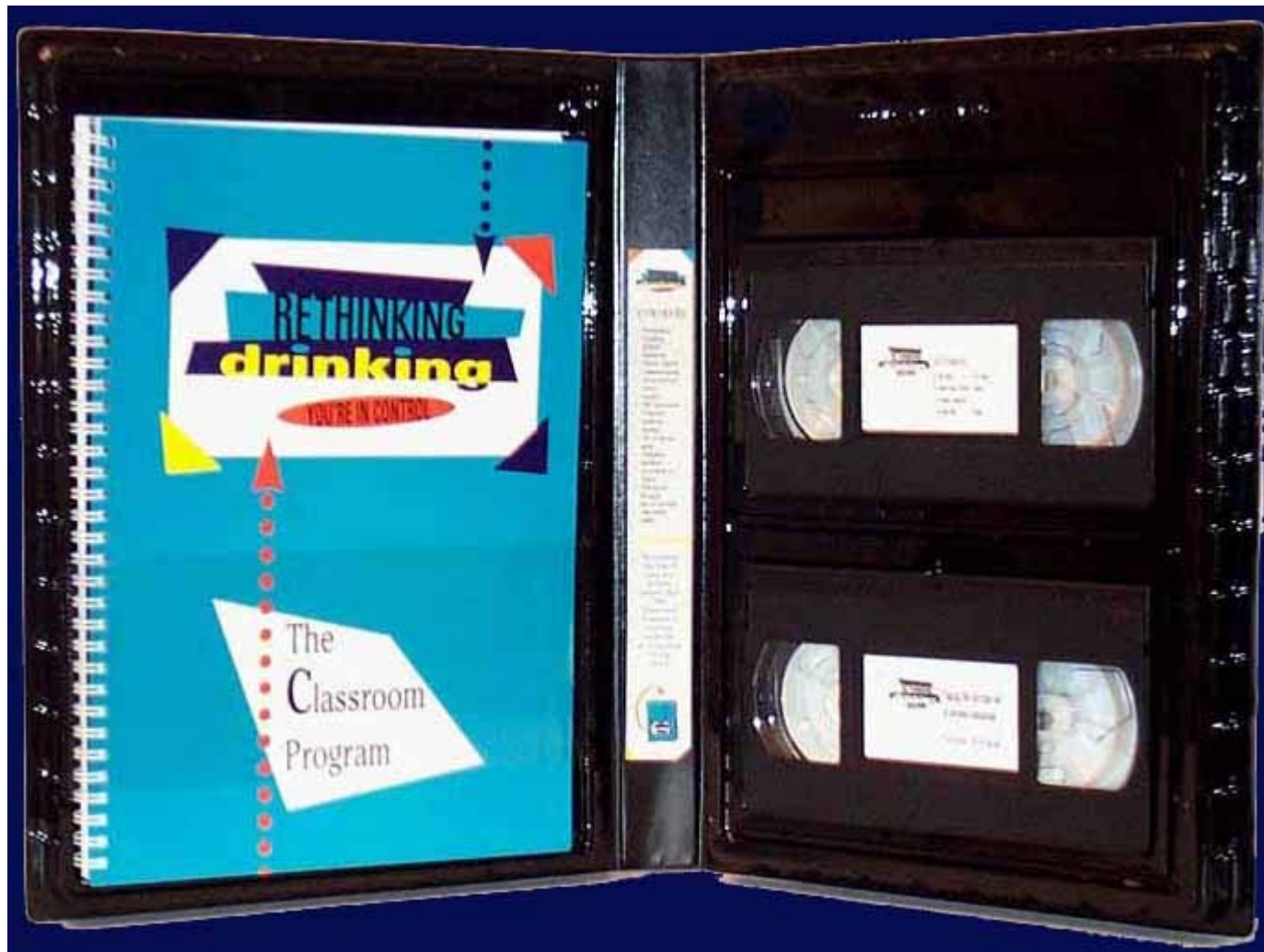
- Represent the industry
- *Promote responsible drinking*
- Promote awareness of the industry as good corporate citizens
- “Invent” the industry future



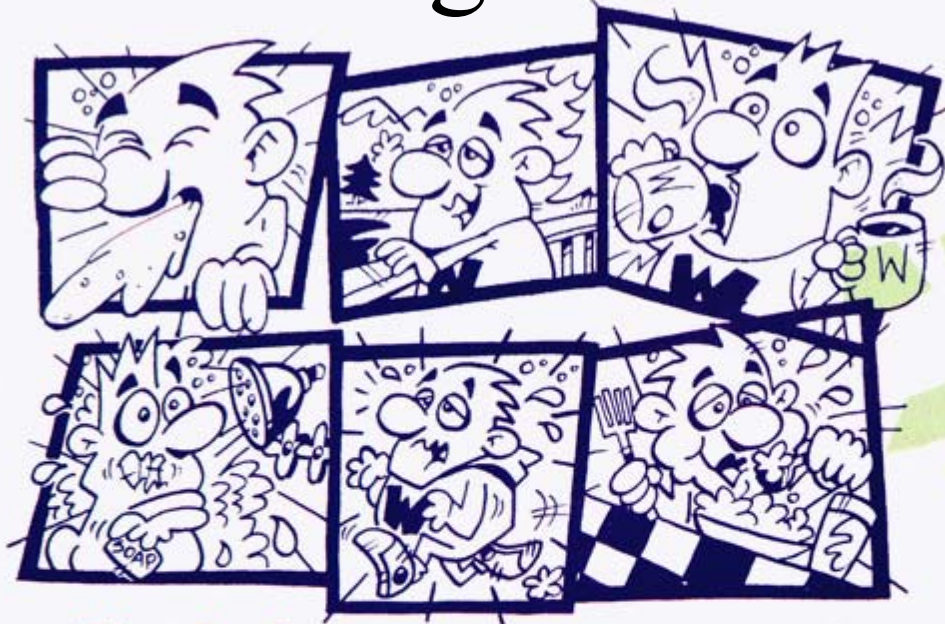
## Campaigns /Educational Material on

- Moderate Consumption
- Drinking and Driving
- Responsible Commercial Communications
- Research and Publications

# AAB Harm Minimisation Kit



# AAB Harm Minimisation Programme



## The facts

- **Only time will sober you up.**
- **Having food in your stomach doesn't prevent you from getting drunk, it just slows down the rate at which alcohol is absorbed into the bloodstream. Nor does food soak up alcohol. Eating won't help you sober up.**
- **Coffee is a stimulant so it might make you feel more awake but it won't sober you up.**
- **Vomiting won't work because your body may have already absorbed the alcohol through your stomach lining.**

# AAB Harm Minimisation Programme

## It's different for guys and girls

The sex of the drinker affects the amount of alcohol in the bloodstream (called blood alcohol concentration or BAC). Most women do not know that their reactions to alcohol are different to men's in several important ways.



### Physiological differences

If a man and a woman of the same body weight drink the same amount of alcohol over the same time, she will almost always have a higher BAC

### Hormonal differences

Women's reactions to alcohol are more variable than men's, partly because alcohol metabolism is influenced by the stages of a woman's menstrual cycle. A woman drinking the same amount of alcohol at different stages of her menstrual cycle will have different BAC levels. BAC is likely to be higher just before her period than at other times.

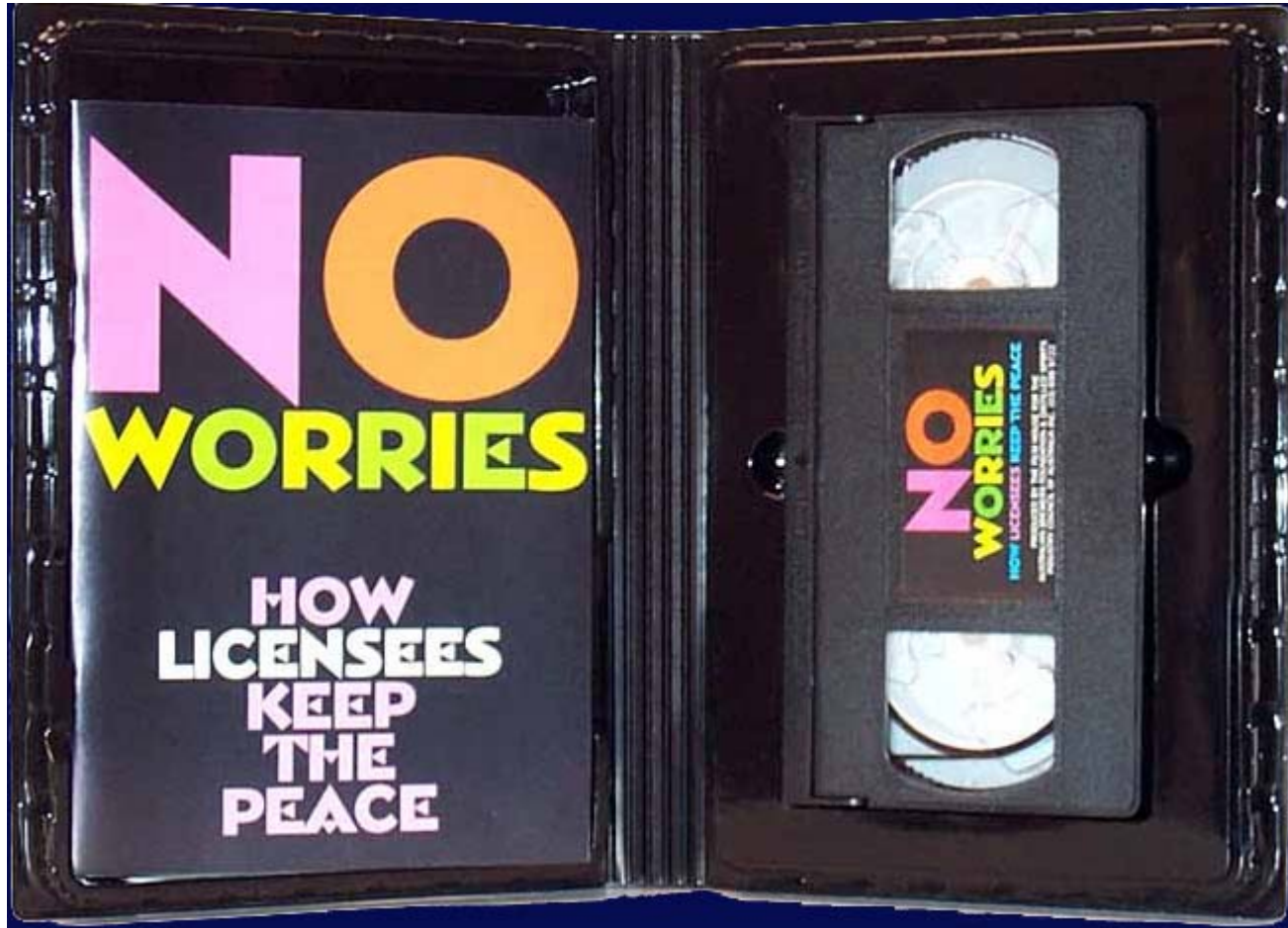
### The pill

Researchers have also found that young women using the contraceptive pill may metabolise alcohol more slowly.

### Pregnancy

Pregnant women or women planning pregnancy need to take particular care as drinking may cause Foetal Alcohol Syndrome (FAS). FAS babies may have brain damage, abnormal facial features and be smaller and lighter than other babies. They may

# AAB 'No Worries' Programme



# Coeliac Disease

INFORMATION SHEET



## Beer, Gluten and Coeliac Disease

### What is Coeliac Disease?

Coeliac disease is a life-long dietary intolerance to gluten resulting in damage to the lining of the small bowel such that food is not absorbed properly. Even small amounts of gluten in foods may affect those with coeliac disease and result in health problems. Damage can occur to the small bowel even in the absence of symptoms.

### What is Gluten?

Gluten is a generic name for certain types of proteins contained in the cereal grains wheat, rye, triticale, barley and oats and derivatives from these.

### Is There Gluten in Beer?

All beers are produced using varying quantities of barley malt, i.e. dried, germinated barley. In the brewing process, the malt starch is solubilised in hot water as fermentable sugars. Only part of the malt protein is solubilised, and in the subsequent boiling of the extract, much is degraded. Later steps in the brewing process also reduce the amount of malt protein found in beer. However some protein is essential for beer quality, particularly for beer presentation, since the beer foam would be extremely poor without the protein.

In addition some beers are produced using a proportion of sugar syrups made from wheat starch, i.e. wheat flour from which most of the gluten has been removed. The processing of this starch to produce the syrups used in brewing would result in very little contribution of gluten to beer.

by malt. Wheat beers are distinct products representing only a small proportion of the beer market, and are generally labelled as such. Wheat malt is a significant ingredient, and some wheat gluten might be expected to be extracted during the mixing of the milled grain with hot water. Using current testing methods, these beers show the presence of low levels of gluten.

### Are people with coeliac disease able to drink beer?

- People with coeliac disease are recommended to observe a life-long gluten-free diet.
- Australian beers are not gluten-free.
- Expert advice from coeliac support groups, such as the Coeliac Society of Australia, and Gastroenterology institutes varies with the majority advising that beer should be avoided.
- Some people with coeliac disease may drink beer in moderation with no noticeable immediate ill effects, but it is nonetheless possible that in a percentage of cases long term damage to the small bowel may occur. To consume beer is therefore a personal choice after consideration of the risks and available professional health advice.

**This information is provided by the Australian Associated Brewers, which is the National Industry Association for the Australian Brewing Industry.**

# Coeliac Disease

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# The Brewers of Europe

- **Responsible or Moderate consumption**
  - White Paper on Beer to politicians and opinion leaders (Austria)
  - Seminar on Beer and Health ,with experts from six countries (Nordic Brewing Industry)
  - Underage drinking programmes (Denmark, The Netherlands, UK)
- **Drinking and Driving**
  - Internet games, videos (Austria, Germany, Spain)
  - Designated Driver Campaigns (Belgium, Denmark, UK, France)

*(Often done in collaboration with other organisations, including government)*

# The Brewers of Europe

- **Codes of Practice for Commercial Communications**
  - Codes in place with Denmark, France, Germany, Ireland, Italy, Portugal, Spain, Sweden, United Kingdom.
  - Joint Codes in place in Belgium, The Netherlands, The Portman Group and the Amsterdam Group
- **Research and Publications**
  - Alcohol and Young People – Research in Italy, Spain,
- **Server Responsibility**
  - The Netherlands, UK ( Diageo, Scottish and Newcastle, Ireland)

# Responsibility

- The formation of the Medical Advisory Group
- Recognition that alcohol policy should be based on good science
- Formation of Australian Brewers Foundation 25 years ago
- Independent decision making process for research funding

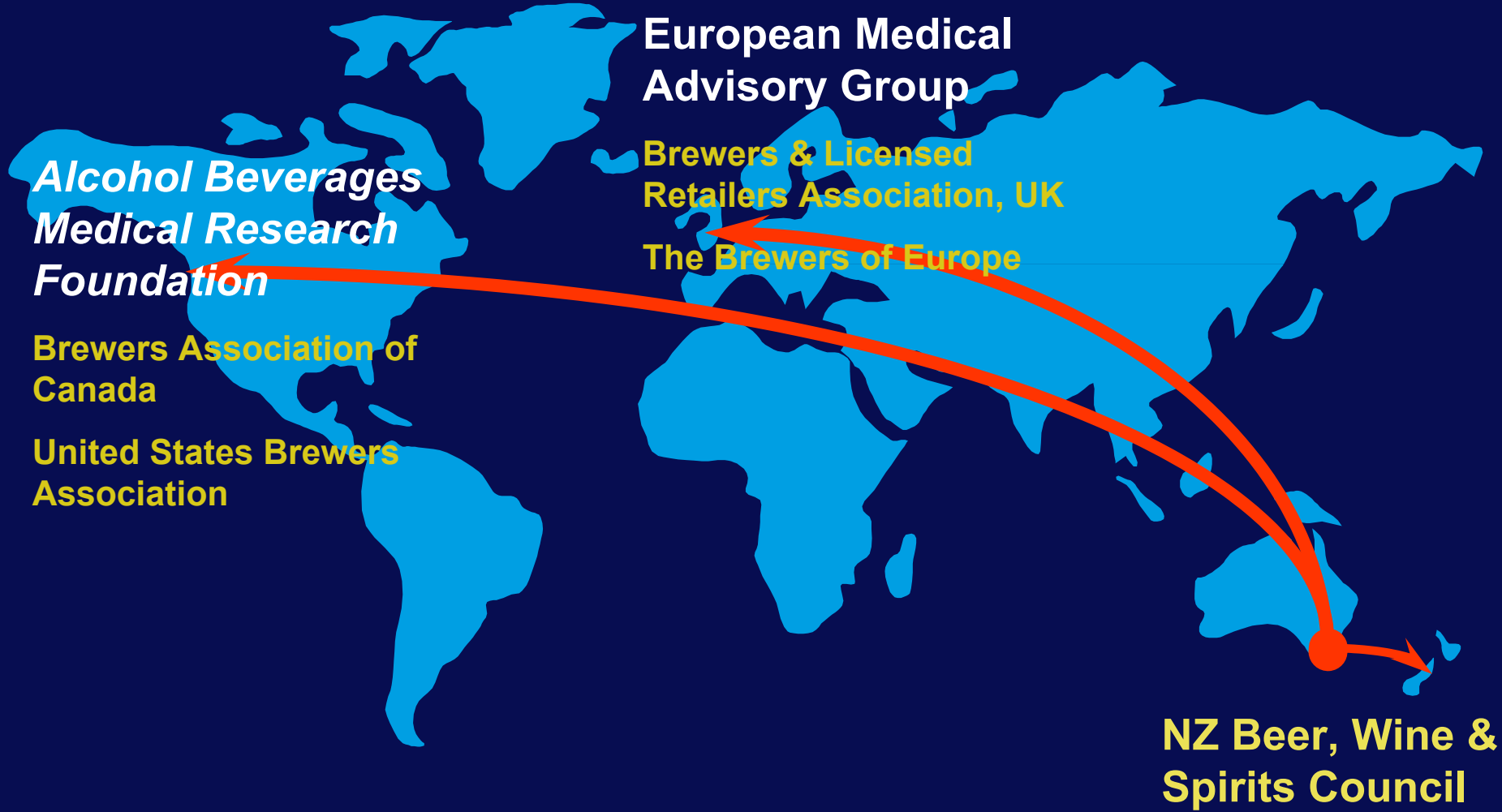


# The good science

- More recent Australian Brewers Foundation funded studies have included:
  - Using Our Brains (brain donor programme), Prof Clive Harper, University of Sydney
  - Synergistic Effects of Alcohol and Hepatitis C, Dr Robert Beard, University of Adelaide
  - Consequences of Cytochrome P450 in Alcoholic Liver Disease, Dr Brett Jones, University of Sydney
  - Central Nucleus of the Amygdala in the reinforcing and anxiolytic properties of ethanol, Drs Cohen and Lawrence, Monash University
  - Genetic Variation in the Genes involved in Alcohol Metabolism, Dr James, Prof Martin, Queensland University
  - Determining Predictors of Response to, and GP involvement in, Brief interventions for hazardous alcohol use, Prof Saunders, University of Queensland



# Linkages

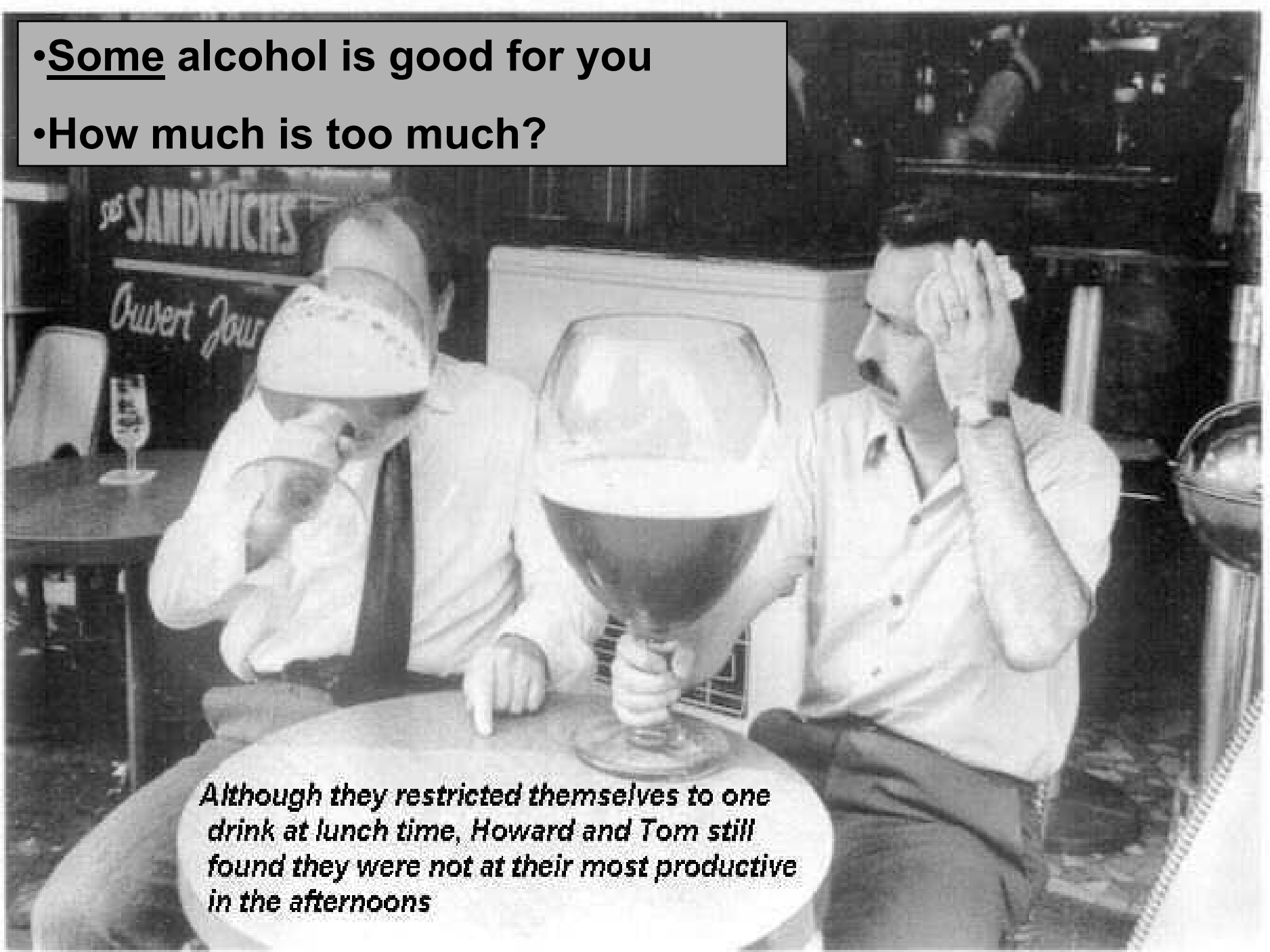




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- Some alcohol is good for you
- How much is too much?



*Although they restricted themselves to one drink at lunch time, Howard and Tom still found they were not at their most productive in the afternoons*

