



BEER AND A HEALTHY LIFESTYLE

Living a healthy lifestyle is important to many Canadians. So, if you choose to drink beer, where does it fit in? Many may find it reassuring to know that beer, like wine, can fit into a healthy lifestyle when adults are healthy and drink in moderation.

That means, “no more than two drinks a day, 10 per week for women, and three drinks a day, 15 per week for men, with an extra drink allowed on special occasions” per *Canada’s Low-Risk Alcohol Drinking Guidelines*.

It’s good to know a serving of beer has about the same number of calories as a serving of wine. Calories in beer come mostly from the alcohol content.

Beverage	Quantity	Number of calories
Regular beer (5% ABV)	100 mL	43
Light beer (4% ABV)	100 mL	29
Table wine (11.5% ABV)	100 mL	83

Source: Health Canada Canadian Nutrient File.

Alcohol is the most commonly used substance in Canada and most Canadians consume it responsibly. The National Alcohol Strategy has the goal of achieving and maintaining our culture of moderation.

Recommendation #28 of the National Alcohol Strategy calls on industry and governments to *create incentives, whether through tax or price adjustments, to promote the production and marketing of lower-alcohol content beers with the overall goal of reducing the volume of absolute alcohol consumed per capita in Canada.*

In response, Beer Canada has proposed a new federal excise duty structure for low and no alcohol beer that will be a win-win-win for Canadians:

- Activate National Alcohol Strategy recommendation #28;
- Foster innovation and create new beer occasions and more choices for health-conscious beer drinkers;
- Incremental growth for brewers.

WE HAVE PROPOSED THE GOVERNMENT:

- Reduce the rate of excise duty applicable to beer products between 2.5%-3.5% ABV by 50%;
- Reduce the rate of excise duty applicable to beer products between 0.5%-2.5% ABV by 75%; and
- Remove the excise duty applicable to no-alcohol beer products at or below 0.5%.

“Alcohol imparts mouthfeel and has a dramatic impact on taste. Lowering the alcohol in a beer and still having a beverage beer drinkers will enjoy and recognize as beer requires equal parts art and science.”

– Steve Stradiotto, Director of Innovation at Molson Coors Canada

BEER IS...



Low in alcohol,
88% of beer sold is
5% ABV or less



Low in sugar,
4% maximum amount of
sugars permitted in beer



Portion controlled,
93% of packaged beer is sold
in containers 500 mL or less

Stay tuned and keep in touch! We want to know your thoughts and feedback.
Contact us at cheers@beercanada.com.

www.beercanada.com/health-care-professionals



Beer Canada is the voice of the people who make our nation's beers. Canadians are great at making beer and we believe it can fit into a balanced healthy lifestyle. Our members collectively account for 90% of the beer brewed in Canada. We champion a strong domestic brewing industry and a healthy regulatory environment. From coast to coast, we provide services and advocate on behalf of our members and the industry.