

Light beer just as much fun as the full-strength brew, scholars discover

CanWest News Service

Tuesday, December 11, 2007

VICTORIA -- Victoria scholars have found young men are not really aware of how tipsy they are getting when drinking beer.

The University of Victoria study, released Monday, found that beer-swilling young men can't tell the difference between low-strength and the regular variety. A group of 34 participants had just as much fun quaffing low-alcohol content as they did regular-strength.

Low- and regular-strength beers differ in alcohol content by about 1.5 per cent.

University of Victoria graduate student Dave Segal said the men "reported no differences in how much they enjoyed the occasion or their perceived intoxication."

The study was done by University of Victoria's Centre for Addictions Research. Addictions Centre director Tim Stockwell said the study could be used by government to modify pricing policies by reducing the cost of low-alcohol beer. "Increased consumption of alcohol has led to increases in cancers, liver diseases, road trauma, violence and birth defects," he said.

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