

{ S.U.M. • I+ • CUP® ONE SERVING IS NOT NECESSARILY "JUST ONE DRINK." }

Not knowing how much alcohol you are consuming is an easy path to reaching an unintended level of impairment.

Most people do not understand the concept of a Standard Drink Unit (SDU) when it comes to consuming alcohol or why it may be important to know at all. The technical definition of a standard drink is any amount of beverage that has .6 oz. of pure alcohol. You will find this amount of alcohol in a 5 oz. glass of 5% wine, a 12 oz. glass of 5% beer or in 1.50 oz. of 80 proof spirits. Because many drinks are served in a glass, mug or other container, many people misinterpret this serving as being just ONE drink. Factors such as percentage of alcohol, amount poured, drinks containing multiple spirits and container size all contribute to the number of standard drinks you may actually be consuming. Not knowing how much alcohol you are consuming is an easy path to reaching an unintended level of impairment.

The S.U.M. • I+ • CUP® by Innocorp, Ltd. is a new tool designed to educate people on standard drink sizes for popular alcoholic beverages. When pouring wine, beer or spirits, it is easy for most people to overestimate the amount of beverage they believe to be one standard-sized drink. This can lead to inadvertent binge drinking and a more significant level of

impairment than may have been planned. Knowing what constitutes a standard-sized drink is critical to understanding the impact of these specific amounts of alcohol on an individual's Blood Alcohol Concentration (B.A.C.).

The lesson is delivered when a program participant is asked to pour what they believe is a typical serving of their preferred alcohol into a provided beverage glass. That amount of liquid is then poured into the S.U.M. • I+ • CUP®. S.U.M. • I+ • CUP® serves as a measuring device to show how much was actually poured and potentially consumed if that had been a real drink. Participants of your program walk away with the lesson that "To be a responsible drinker means to know how much alcohol is in the drinks you are consuming."

BENEFITS OF THE S.U.M. • I+ • CUP®:

- Educates about the dangers of inadvertent binge drinking
- Engaging and hands-on
- Promotes a clear and memorable awareness lesson
- Simple to use with minimal space requirement

S.U.M. • I+ • CUP® COMES STANDARD WITH:

- One S.U.M. • I+ • CUP® for large volume measurements
- One S.U.M. • I+ • CUP® for small volume measurements
- One rocks glass
- One wine glass
- One beer mug
- One shot glass
- One pitcher
- Educational brief
- Carrying case

S.U.M. • I+ • CUP® IS IDEAL FOR:

- Server trainings
- Citizens academies
- Campus drinking awareness campaigns
- Fleet safety programs
- Alcohol and Beverage Control trainings
- Community outreach programs

