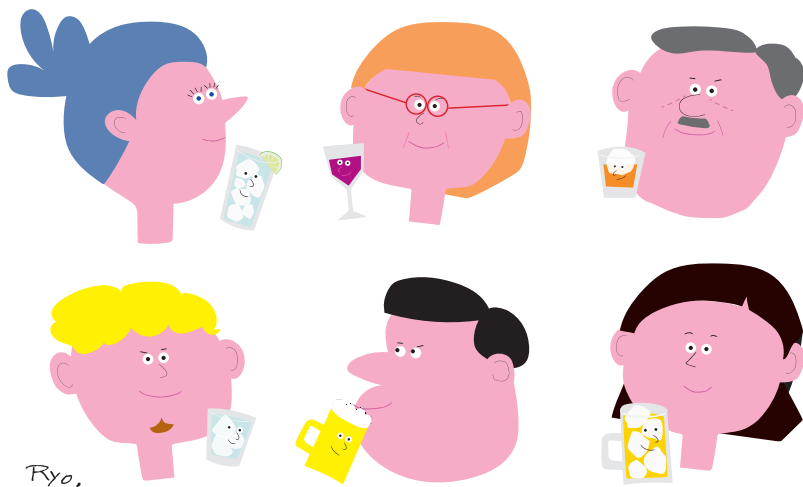


# The Hodo-Hodo Book

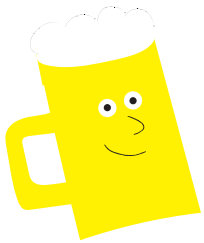
(Just Enough)



Alcohol, enjoy in moderation.

**SUNTORY**

# Please enjoy a hodo-hodo life.



An instant camaraderie with a stranger.

A rare, long talk with a friend.

A trip down memory lane.

These are moments that transpire over shared drinks.

Since 1986, Suntory has run advertising campaigns

to promote moderate drinking. As a company

that produces alcoholic beverages, we consider it our responsibility.

We take the consequences of alcohol seriously.

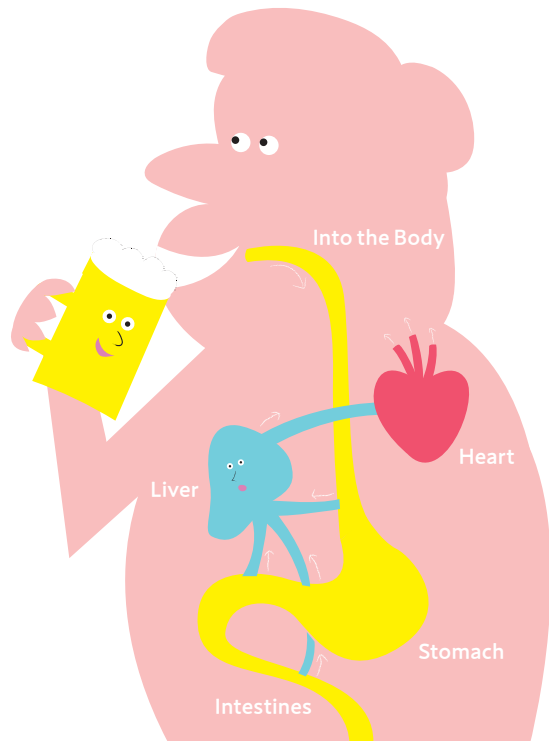
We provide learning opportunities about moderate drinking

to prevent overconsumption.

Because hodo-hodo, just enough drinking provides

precious moments to unwind and bond.

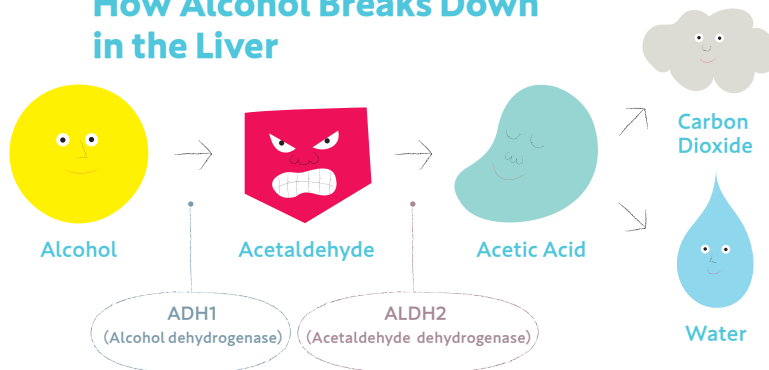
This evening, please drink hodo-hodo.



# Your liver has to keep working until your body eliminates the alcohol.

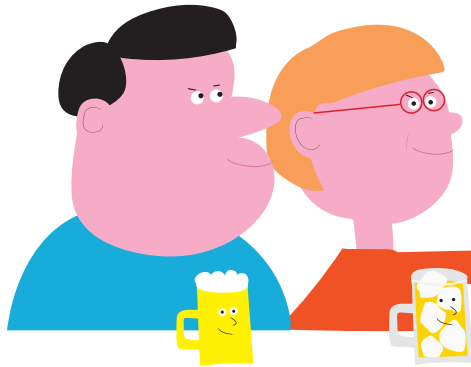
When you have a drink, the alcohol that enters your body is mainly absorbed by your stomach and small intestine and then moves on to your liver. Your liver breaks down the alcohol to convert it to water and carbon dioxide and eliminate it from your body. Any alcohol that your liver can't break down at once is pumped to your heart and absorbed into your bloodstream to circulate through your body, starting with your brain. When the alcohol reaches your brain, it numbs the central nervous system. We call this condition intoxication. This is repeated until all the alcohol leaves your body. In other words, your liver has to keep working until the alcohol leaves your body.

## How Alcohol Breaks Down in the Liver

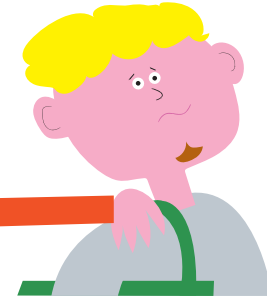


Your body's tolerance for alcohol, whether high or low, is genetic.  
You cannot change your genes.

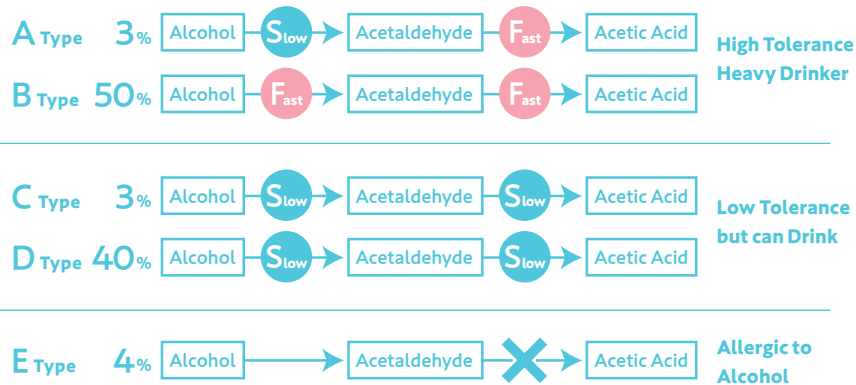
## High Tolerance



## Low Tolerance



### Five types of Alcohol Tolerance



Alcohol tolerance is genetically determined and drinking more will not raise your tolerance. There are five different categories of alcohol tolerance, depending on the speed of alcohol and acetaldehyde breakdown. It's important to learn your body type and drink accordingly. Be respectful of your drinking companions and don't impose drinks on them. Don't judge someone by their tolerance for alcohol. Some people can drink more, others, less. It's just something we're born with. Be aware of that and respect each other's pace while sharing time over drinks.

※ The above data is from a Japanese population.





**Body Water Percentage by Gender**

**Just as we all have different tastes, we all have different body water percentages.**

Individual alcohol tolerance levels are also affected by gender, weight, and age.

Generally, women have smaller bodies and livers than men.

Therefore, women break down alcohol more slowly and are more vulnerable to even small amounts of alcohol and to straining their livers.

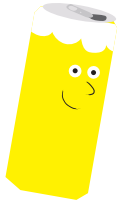
Because women have more body fat and less water content than men,

they tend to have higher blood alcohol levels and metabolize alcohol at a slower rate.

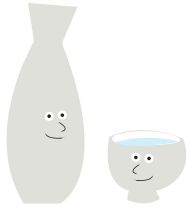
All the more reason not to overdo it, even at festive events where alcohol is served.

It's important to know what's hodo-hodo, just enough for you.

## 20 grams of Pure Alcohol Content by Drink



**Beer (Alc.5%)**  
One Tall Boy  
500ml



**Sake**  
One Go carafe  
180ml



**Whisky**  
Double  
60ml



**Shochu (Alc.25%)**  
One half glass  
100ml



**Wine**  
Two glasses  
200ml



**Chuhai (Alc.7%)**  
One can  
350ml

How to calculate Pure Alcohol Content

Pure Alcohol Content = Drink Size (ml) × Alcohol volume (ABV%) × 0.8 (specific gravity of alcohol)

## What is hodo-hodo, just enough to drink?

According to Healthy Japan 21, the Japanese Ministry of Health, Labor and Welfare's national health campaign, "the moderate volume of pure alcohol is approximately 20 grams" per day.

Because women generally break down alcohol more slowly than men, drinking an equal volume makes them more likely to damage their organs.

A moderate volume for women is 1/2 ~ 2/3 of men.

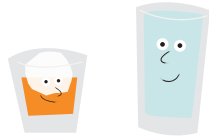
Consult the chart on the left for what 20 grams of pure alcohol content is by drink type. Whether that seems like a lot or a little is up to the individual. Recently, many delicious non-alcoholic beverages have been developed and are now available. If you feel you may have had too much, try a non-alcoholic beverage to lower the strain on your body, while still enjoying the gathering.

# The 5 Rules for Hodo-Hodo Drinking

(Just Enough)

## Rule #1 Drink with a chaser

When you drink alcohol, also drink water.  
By drinking water, you soften its impact on your stomach.



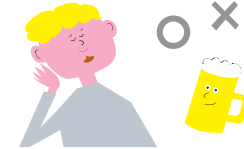
## Rule #2 Don't drink on an empty stomach

Putting food in your stomach keeps the alcohol in your stomach longer.  
This slows down your small intestines' absorption, preventing  
a sudden rise in your blood alcohol level.



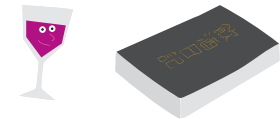
## Rule #3 Before you drink, think about after you have and plan accordingly.

When you're intoxicated, your brain is numbed.  
Assume that after you drink, your judgement will be impaired  
and plan ahead for what time you'll head home  
and how you'll get there.



## Rule #4 What is moderate drinking for you?

It's important to know how much you drink each day.  
Using a free app makes it easy to record how much you consume.



## Rule #5 Rest your liver two days each week.

When you refrain from alcohol, you lower your liver damage.  
Rest your liver at least two days each week.



# The Hodo- Hodo Club

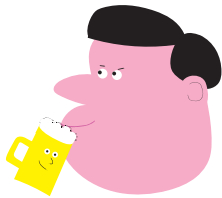
*Chasers for everyone.*



**Susumu**

The laid-back type. Walking down the street, strangers ask him for directions and cats and dogs follow him around. Makes friends easily at bars. Favorite drink: Shochu

*Alcohol and fried food are a great combo. That's the problem.*



**Yanagi**

He played rugby as a student, but now he's so busy with work and raising children, he barely has time to exercise and is worried about his pot belly. He's the low-tolerance type but likes to drink. Favorite drink: Beer and sweet drinks.

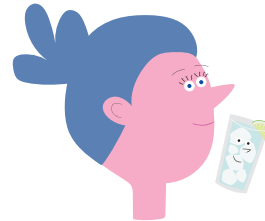
*You feel intoxicated because your brain's numb.*



**Kaiko**

Her days are busy with her hobby Cosplay and live music performances. Loves getting together for drinks with her Cosplay friends. She used to work for Kaoru. Favorite drink: Highballs. To keep her focus while performing live, only non-alcoholic drinks.

*I want to be kind to my body and my liver.*



**Hitomi**

She's a busy personal fitness trainer. She rewards herself buying shochu from Kaoru's online shop. Favorite drinks: Shochu, gin, vodka

*Variety is the spice of life. Body water percentages also vary.*



**Kaoru**

Moved to a southern island after retiring. The online artisanal sake shop she started after hitting it off with the young, local sake brewers is on a roll. Favorite drinks: Wine, shochu, sake

*Take it slow. In life and alcohol breakdown.*



**Hoto**

Taiyo, the café he's operated for many years is popular for the ice cream he makes with alcoholic beverages. A lovely spot where hodo-hodo friends gather. Favorite drinks: Whisky, Spanish wine

# The Suntory Hodo- Hodo Cheering Song

1

Three years of only Hellos

My counter neighbor and me

Who knew we shared so much

Favorite foods and tough times

Which way to tomorrow, this way to the station

What a night, oh, happy night

Alcohol, enjoy in moderation

Hodo-hodo... Horo-horo...

Hodo-hodo... Horo-horo...

2

Staring up at the pitch black night

The moon looks like a coaster

Singing, humming, farewell

Who knew we shared so much

Which way to our dreams, that way to the station

What a night, oh, happy night

Alcohol, enjoy in moderation

Hodo-hodo... Horo-horo...

Hodo-hodo... Horo-horo...



Listen to  
the song



# For plenty of information about moderation.

## SUNTORY DRINK SMART



At Suntory's DRINK SMART.com  
you can get more information about drinking in moderation,  
including the contents of this booklet.

Please visit DRINK SMART.com  
and enjoy alcohol the way that suits you best.

<https://www.suntory.co.jp/arp/>

It's best to drink hodo-hodo, just enough.

It's easy to say but harder to put into practice.

As a company that produces alcoholic beverages,  
Suntory sincerely hopes you enjoy delicious alcohol  
and the delightful moments it can provide.

This spirit has inspired us to run advertising campaigns  
to promote moderate drinking since 1986.

We hope this booklet provides an opportunity  
for you to learn what's moderate = hodo-hodo for you.



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Publisher Suntory Holdings, Limited



**Alcohol,  
enjoy in  
moderation.**

**SUNTORY**

Sustained by Nature and Water