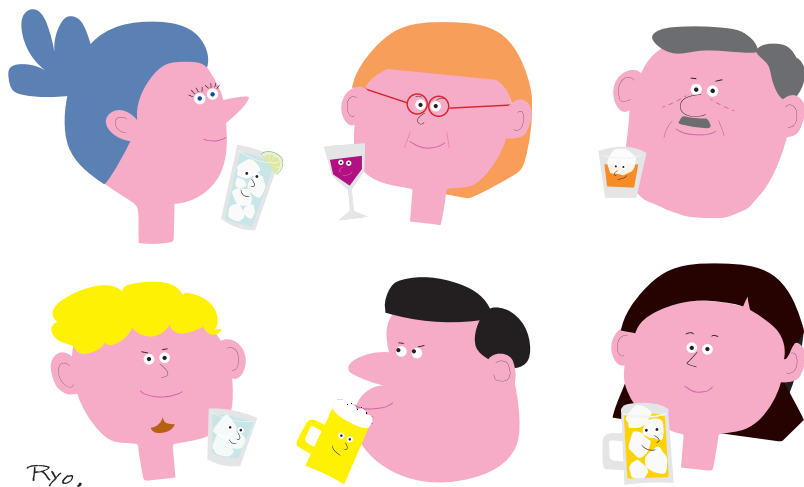


The Hodo-Hodo Book

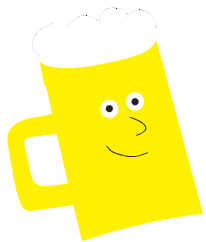
(Just Enough)



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

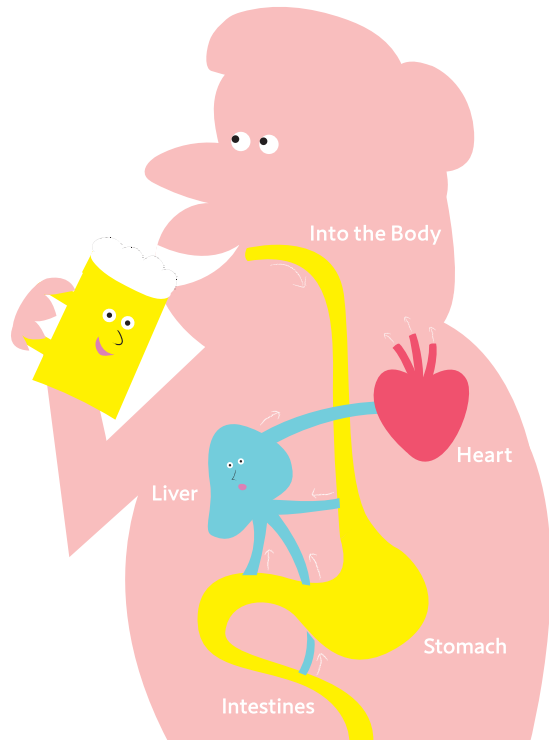
to prevent overconsumption.

Because hodo-hodo, just enough drinking provides

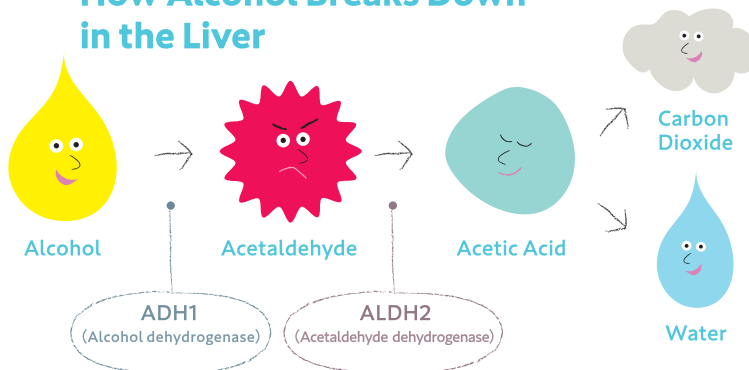
precious moments to unwind and bond.

This evening, please drink hodo-hodo.

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



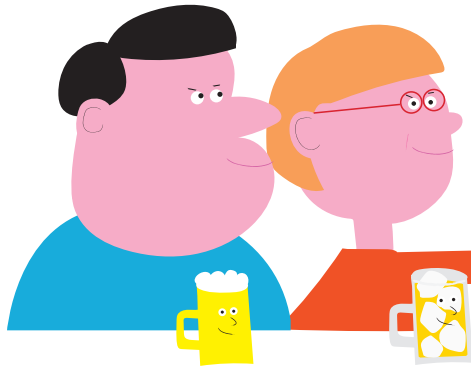
How Alcohol Breaks Down in the Liver



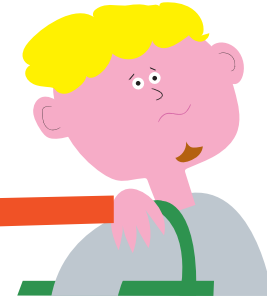
When you have a drink, the alcohol that enters your body is mainly absorbed by your stomach and small intestine and then moves on to your liver. Your liver breaks down the alcohol to convert it to water and carbon dioxide and eliminate it from your body. Any alcohol that your liver can't break down at 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.

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

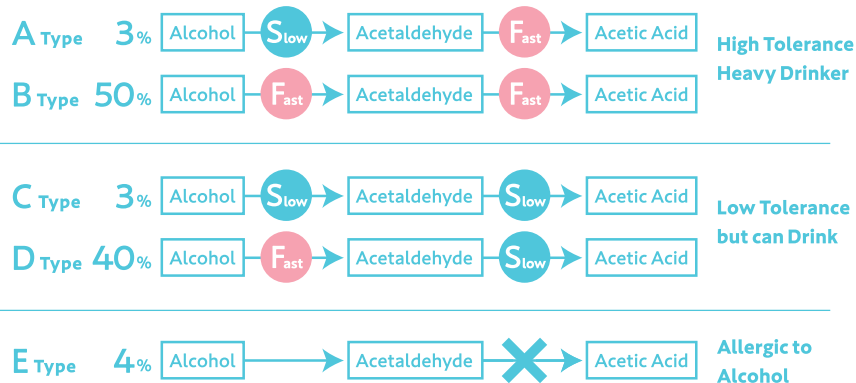
High Tolerance



Low Tolerance



Five types of Alcohol Tolerance



※ The above data is from a Japanese population.

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.

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



Body Water Percentage by Gender

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.

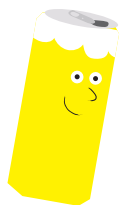
Because women have more body fat and less water content than men,

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

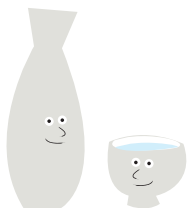
All the more reason not to overdo it, even at festive events where alcohol is served.

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

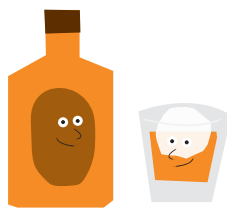
20 grams of Pure Alcohol Content by Drink



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)

The number of drinks you've had that day does not accurately reflect the amount of alcohol you've consumed.

Alcohol content varies according to drink type.

In order to determine how much alcohol you've consumed that day, instead of considering how many drinks you've had, consider the pure alcohol content in each of those drinks.

Many cans and other packaging list pure alcohol content by volume, so please check that amount when you drink it.

Also, the daily consumption level of pure alcohol content "that raises the risk of lifestyle disease is over 40 grams for men and over 20 grams for women."*

We created the chart on the left listing 20 grams of Pure Alcohol Content by Drink to easily identify those amounts.

Please monitor your daily physical and mental conditions as you enjoy your drinks.

*From Healthy Japan 21 (3rd edition), the Japanese Ministry of Health, Labor and Welfare's national health campaign

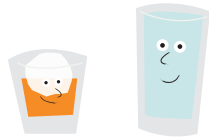
The 5 Rules for Hodo-Hodo Drinking

(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.

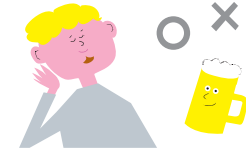
This slows down your small intestines' absorption, preventing a sudden rise in your blood alcohol level.



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

When you're intoxicated, your brain is numbed.

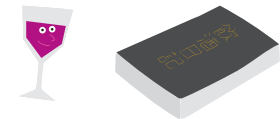
Assume that after you drink, your judgement will be impaired and plan ahead for what time you'll head home and how you'll get there.



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

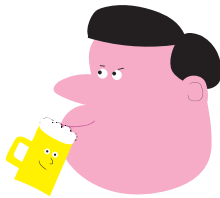
Chasers for everyone.



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.

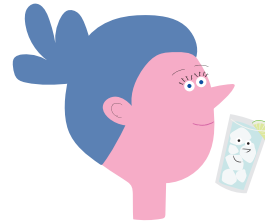
You feel intoxicated because your brain's numb.



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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**Alcohol,
enjoy in
moderation.**

SUNTORY

Sustained by Nature and Water