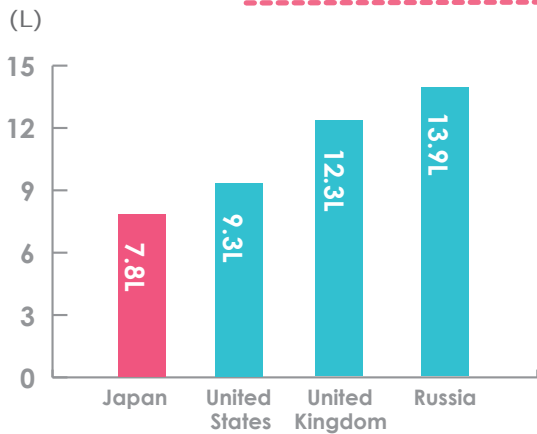


Fact about alcohol consumption in Japan

Alcohol drinking among Japanese people



▲ Annual alcohol intake per capita

The national health promotion plan "Health Japan 21 (the second term)" recommend to limit alcohol intake to 40g/day for men and to 20g/day for women, and the government aims to reduce the number of people consuming alcohol over this recommendation as well as prevent underage drinking and drinking during pregnancy.

Data source : Global status report on alcohol and health (WHO 2011), http://www.who.int/substance_abuse/publications/global_alcohol_report/msbgsruprofiles.pdf

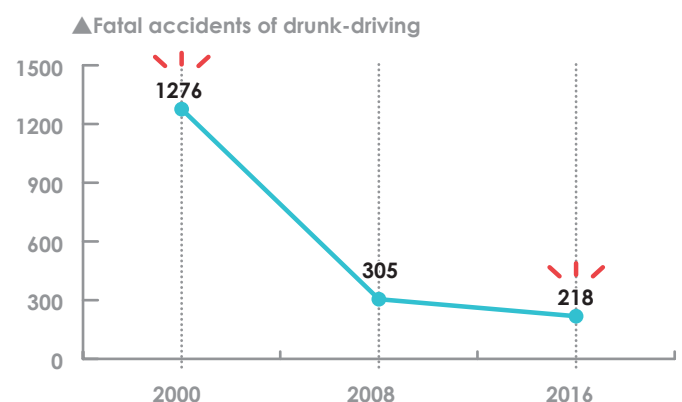
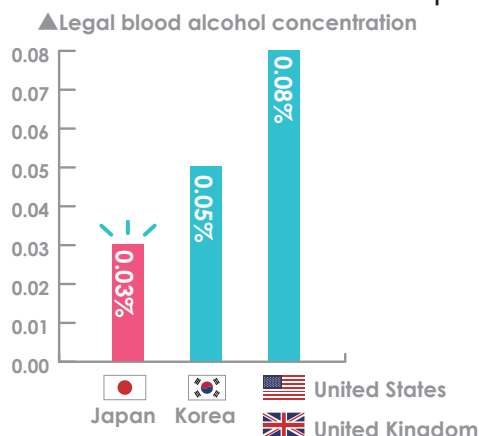
Prevention of Underage Drinking

Brewers Association of Japan has started "STOP! Underage Drinking" project in 2005. This association is organized by major beverage industries. TV commercials, advertisements and labels of alcohol beverages are required to show this mark to prevent underage drinking. These industries also work to educate the importance of underage drinking prevention to retailers and schools.



Fatal accidents of drunk-driving have been decreased

Government made several amendments of the Road Traffic Act to decrease the drunk-driving accidents. Legal blood alcohol concentration (BAC) limit is 0.03% in Japan, lower than other countries.



Data source :Traffic Bureau of National Police Agency : the number of traffic accidents in 2016

Data source :WHO: Legal BAC limits Data by country;Public Relations Office of Minister's Secretariat for Cabinet Office: Let's protect everyone three promises for "Do not drunk-driving!" and "Do not let drunk-driving!"



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