



what measures have you taken to
encourage responsible drinking?

UNIT[®]



25ml = 1 UNIT

CONVENIENCE, COST & CONSOLATION ARE EVERYDAY REASONS WHY MORE AND MORE PEOPLE ARE DRINKING WITHIN THE HOME.

A real problem, resulting from this, is that people don't actually know how much they are, or should be drinking.

We need to look at new ways to promote and encourage responsible drinking and the solution will not be found at the bottom of the glass...



25ml = 1 UNIT

**... BUT IT COULD BE FOUND
IN THE NECK OF A BOTTLE...**

**MEASURED POURER (25ml)
FOOD SAFE PLASTIC**

MEASURING THIMBLE (25ml)
FOOD SAFE STAINLESS STEEL

**... OR IN A STAINLESS
STEEL THIMBLE MEASURE.**



25ml = 1 UNIT

OUR PRODUCTS INCREASE BRAND AWARENESS AND ENCOURAGE RESPONSIBLE DRINKING BY MEASURING 1 UNIT OF ALCOHOL (40% ABV).

- Encourages responsible measure/serve at home.
- Accurate 25ml measures.
- On pack promotion opportunity.
- Easy branding with your mark/logo.
- Robust, quality, cost-effective products.
- Positive industry initiative.



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To discuss your requirements call...

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