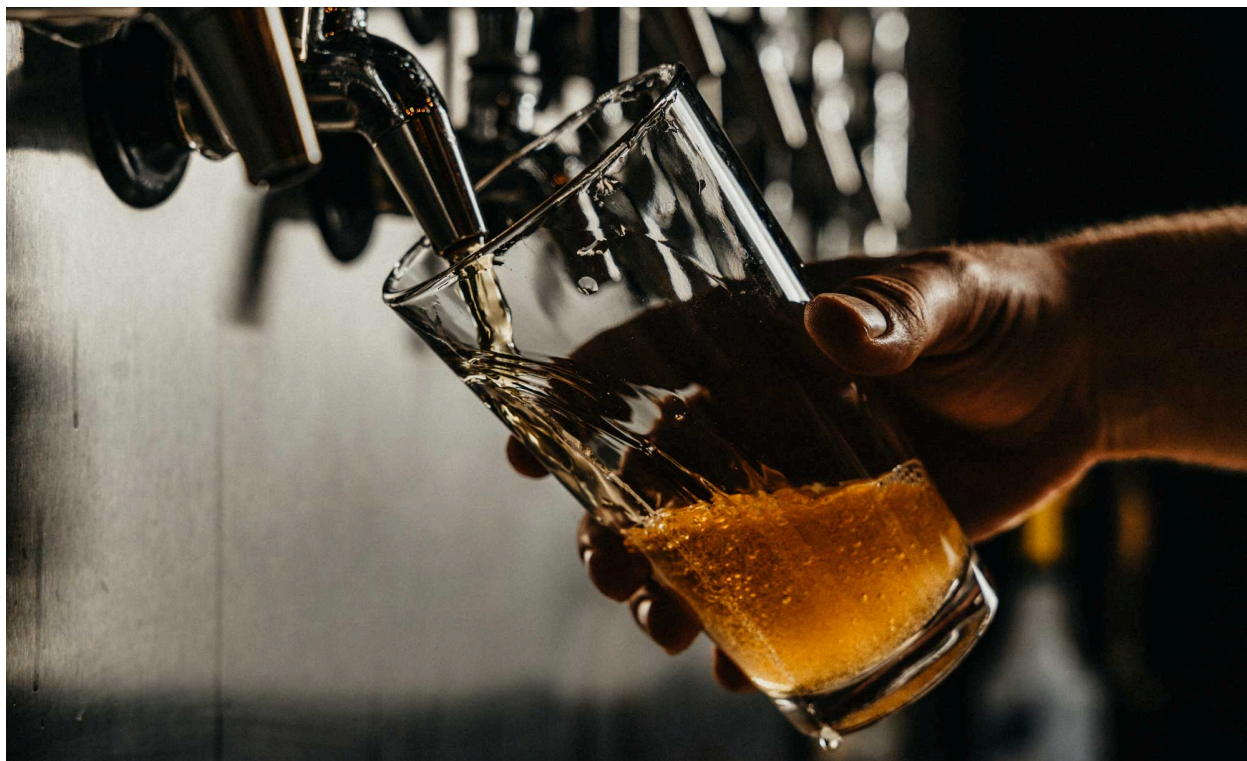


Healthier Choices: Alcohol-Free Bars on Taps

VOCABULARY WORDS

1. collaborate (verb) /kə'læb.ə.reɪt/ - To work together with someone to achieve a common goal.
Example: The two companies decided to collaborate on the new project.
2. offering (noun) /'ɔ:.fər.ɪŋ/ - Something that is provided or presented for consideration.
Example: The restaurant's latest offering is a delicious new dessert.
3. subsequent (adjective) /'sʌb.sɪ.kwənt/ - Coming after something in time; following.
Example: The first meeting was a success, and the subsequent meetings went even better.
4. offset (adjective) /'ɔ:f.set/ - Placed out of line or position; counterbalanced.
Example: The printer can produce offset prints of high quality.
5. prominently (adverb) /'prɒm.ɪ.nənt.li/ - In a way that stands out or is easily noticeable.
Example: The artist's name was prominently displayed on the gallery wall.
6. rarely (adverb) /'reə.li/ - Not often; seldom.
Example: He rarely goes out to eat, preferring to cook at home.
7. adopted (adjective) /ə'dɒp.tɪd/ - Chosen or accepted a new method, system, or practice.
Example: The company has adopted a new policy to improve workplace efficiency.



Researchers from the University of Bristol conducted a study in the UK to explore the impact of offering alcohol-free beer on tap in bars and pubs. They **collaborated** with 14 establishments in Bristol, asking them to change their drink **offerings** for short periods. Previously, these venues had not provided alcohol-free beer on tap.

During the study, the participating bars and pubs alternated between serving only alcoholic beer on tap for two weeks and adding an alcohol-free beer option for the **subsequent** two weeks. This cycle was repeated twice over an eight-week period.

The researchers analyzed sales data to understand the effects. When alcohol-free beer was available on tap, the businesses sold an average of 29 liters less alcoholic beer per week. However, this reduction was **offset** by an equivalent increase in alcohol-free beer sales. Importantly, the overall revenue remained unaffected.

The study highlighted that although alcohol-free options already exist in bars and pubs, they are not as **prominently** displayed as alcoholic drinks and are **rarely** offered on tap. By making alcohol-free options more visible, more patrons chose them over alcoholic beverages.

The researchers estimated that having one alcohol-free beer on tap could reduce alcoholic beer sales by 4% to 5%. If this practice were **adopted** more widely, it could positively impact public health.

DISCUSSION

1. Imagine you're at a pub with both alcoholic and alcohol-free beer on tap. Which one would you choose, and why?
2. Have you ever discovered a great alcohol-free drink that wasn't prominently displayed? How did you find it?
3. Do you know anyone who never drinks alcohol? What motivates their choice?
4. What benefits do you see in drinking less alcohol? How might this impact your overall well-being?
5. If you owned a bar, would you consider offering alcohol-free beer on tap? Why or why not?
6. How could bars and pubs better promote alcohol-free options to encourage healthier choices?
7. Considering the study's findings, how might having alcohol-free beer on tap positively affect public health in your community?