

OneUNIT



SpiritsNL
Netherlands
2019 > 2022
#AwarenessRaising #On-trade



Objective

- To raise awareness that one unit of spirits in a cocktail contains the same amount of alcohol as standard serving of beer or wine.
- To raise awareness of how many units are in popular cocktails.
- To educate people to deal more responsibly with alcohol.
- To educate barmen on the law relating to serving alcohol and the consequences if it is not respected.
- To challenge barmen to create cocktails with only one unit of alcohol.

Description

The campaign was launched by SpiritsNL and the Dutch Bartenders Club (NBC) during the 2019 Perfect Serve Barshow in Amsterdam. It is the result of research showing that many people don't know how many units are in their cocktail.

It aims to raise awareness of responsible drinking, of the fact that one unit in a cocktail is the same amount of alcohol as a standard serving of beer or wine, and of how many units are in popular cocktails.

- **Training for barmen:** Training focuses on the bar industry's responsibilities and informs them about the law relating to serving alcohol and the consequences if it is not respected.
- **Yearly competition:** Bartenders are challenged to create cocktails with using only one unit of alcohol (in the Netherlands this is 12.5 ml) but just as much taste. In addition to

the drink, they are judged on their ambassadorship and how they translate the low-alcohol message on social media. The winner receives a prize of €1,000 and are the face of the oneUNIT campaign for a year.

- **Online presence:** An **Instagram** channel shares recipes, responsible drinking information, units of popular cocktails and information about the bartender competition. A **website** for bartenders contains tips & tricks about responsible serving, the laws and regulations that apply to them and a calculator so that they can find out how many units are in their own cocktails. There is also a **YouTube channel**, **Twitter** account.

Partners

The Dutch Bartenders Club (NBC)

Results

As of December 2022, the Instagram page has 129 posts and 467 subscribers. The posts have been liked over 7,600 times, with the 3 most popular receiving 362, 390 and 491 likes respectively. The posts have received over 180 comments.

Website

<http://www.oneunit.nl>

Downloads

Photo gallery





Documents

1Unitpresentatie-English.pdf (pdf - 1.44 Mo)