Beer & Calories

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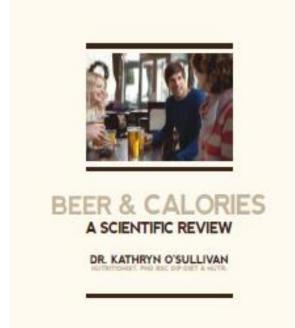






Beer & calories.. The beer belly myth

Report commissioned by BBPA Published 2013





National & international press & radio, online, social media



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New report challenges the myth of the 'beer belly'

Beer belly is myth, a nutritionist say

WASHINGTON - Agence France-Presse

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Beer DOESN'T give you a belly (well, any more than red wine or a packet of crisps)

· Much-maligned drink is no worse for weight gain than

Health & Science

NEWS 19

What the scientists are saying...



It's only a gut feeling, but beer isn't fattening

Tom Whipple Science Correspondent

Maybe the beer belly needs a new

name. "Wine w A report into different drinks conclusive sc support the b



It said: "Beer contains vitamins which can help you to maintain a well-balanced healthy diet, fibre to keep you regular, readily absorbed antioxidants and minerals such as silicon which may help to lower your risk of osteoporosis. Yet few people are aware of its health properties."

O'Sullivan added that a large glass of wine with an ABV of 13% to 14% could contain as many as 3.5 units, compared with just one unit in half a pint of ABV

iiislimming

Expert Challenges Beer Belly Notion

Posted on: Monday 11th February 2013 by Slimming.com

Tags: calories, diets, health, weight loss, appetite suppression, unhealthy diet, healt balanced diet . fitness . calorie burn . healthy lifestyle



The notion of 'beer bellies' has been challenged as a leading nutritionist suggests that the nation's favourite drink actually provides numerous health benefits.

DAILY NEWS

COSMOPOLITAN

LOVE/SEX GELEB/NEWS BEAUTY/FASHION DIET/FITNESS FOOD/COCKTAILS CAREER/MON



Lager lovers rejoice: A just-released report shows that drinking beer on the regular won't necessarily give you a

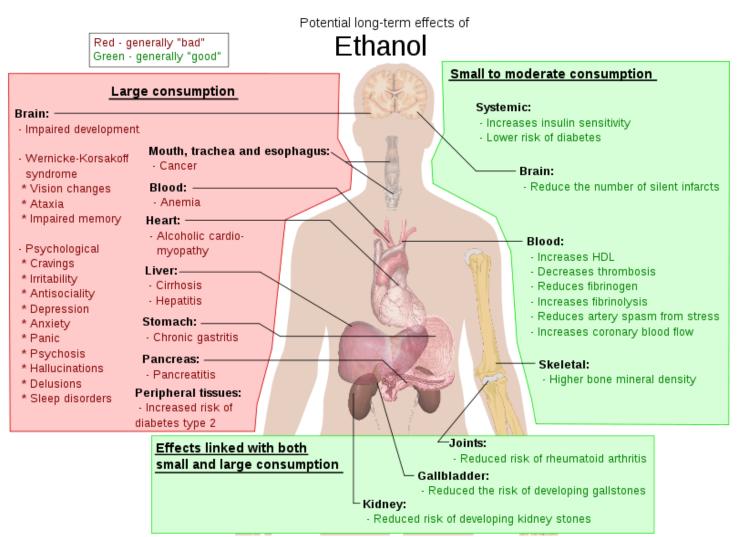
According to a new report by the British Beer and Pub Association (which, of course, could be just a teensy bit biased), drinking a bottle of beer may keep you more svelte than tipping back a glass of wine. The findings show that replacing two large glasses of wine a day with two bottles of beer could save you more than 500 calories each week. And that amounts to nearly 60,000 calories a

The reason? Not only does wine have more alcohol than beer (especially when compared to those lighter ales), but with wine glass sizes being ginormous nowadays, it's easier to control your consumption by drinking from a bottle instead. Plus, beer isn't really all that bad for you, in moderation. It actually contains as many good-for-you ingredients as wine, including fiber and antioxidants, and is also known to help stave off osteoporosis.

Naturally, these findings don't mean that you should go out and do a keg stand. But, if you prefer an amber, blonde, or IPA to a glass of vino, rest-assured that you won't necessarily get a tummy to show for it.



Alcohol & Health - MODERATION







Alcohol & health

- Wine health halo
- French paradox
- Beer detrimental to health
- BEER BELLY?



Mail Online



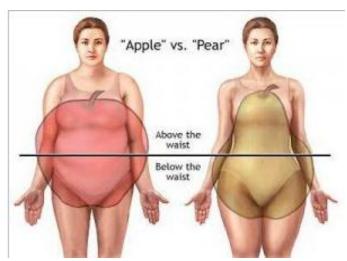
The cardiologist who prescribes RED WINE: Doctor claims two glasses a day can halve the risk of a heart attack

Abdominal obesity/adiposity

Increased waist circumference

Abdominal obesity/adiposity

risk factor for metabolic syndrome & heart disease (Alberti et al. 2009).





Beer & weight: fact or fallacy?



Perception

Beer "high in empty calories"

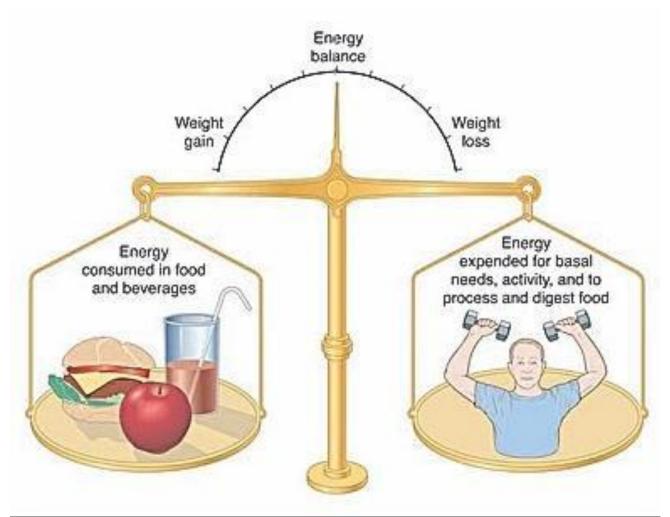
"Beer drinkers obese"

"Beer belly"

Beer in weight control



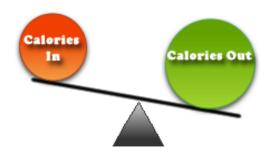
Energy equation



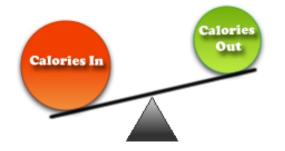


Weight Maintained Isocaloric Balance

Energy In = Energy Out



Weight Loss
Negative Caloric Balance
Energy In < Energy Out



Weight Gain
Positive Caloric Balance

Energy In > Energy Out



Beer Belly- myth or fact?

Does beer intake increase the risk of

Overweight/obesity?

Abdominal obesity?

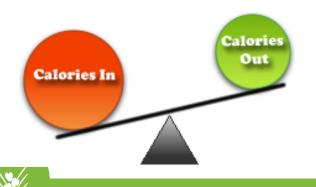


Effect of beer on BMI (body fatness)

Observational & experimental studies

↑ Beer (and ANY alcohol) → ↑ BMI

..but moderate → normal or JBMI



Alcohol amount not type

Positive energy balance → obesity

Alcohol calorie compensation

Personality, lifestyle factors, smoking, education

Beer & abdominal obesity

Prospective studies

Waist hip circumference (WHC)

Excess beer \longrightarrow WHC (similar for wine)

Meta-analysis moderate beer **abdominal obesity



Alcohol amount not type

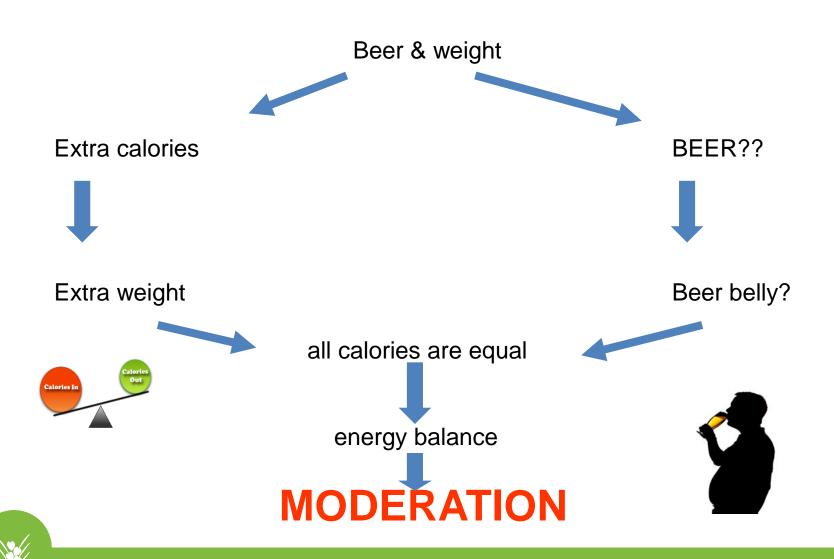
<30g alcohol not associated with Inc WHR, but > 48g/d is

Positive energy balance

variation in fat patterning



Evidence- energy equation



Beer and Health

Excess calories cause weight gain







Moderate alcohol/beer consumption doesn't cause weight gain if energy balance maintained

WHR increases with weight gain is a *consequence* of excess calories not calorie type

".... development of "beer bellies" within a population is the result of natural variation in fat patterning rather than any link with drinking beer"





Public need to understand alcohol units AND calories!

25 August 2014

HUFFPOST LIFESTYLE

UNITED KINGDOM

Brits Spend 14 Years Of Their Life On A Diet, Survey Claims

The Huffington Post UK | By Kyrsty Hazell 📈 🔥

Posted: 22/05/2012 16:44 BST Updated: 22/05/2012 16:44 BST

74%

OF WOMEN

OVERESTIMATE

THE CALORIE

CONTENT

OF BEER

10% STILL WRONGLY THINK THAT BEER CONTAINS FAT.



Beer & calories

calories/g

protein = 4 carbohydrate = 4 Fats = 9 Alcohol = 7

BEER HAS LESS CALORIES THAN WINE:

A half pint (284mls) of bitter (ABV 3.8%)

A 330ml bottle of lager (ABV 4%)

A 175ml glass of red wine (ABV 13%)

A 175ml glass of white wine (ABV 11.8%)

= 90 calories

= 112 calories

= 139 calories

= 130 calories





Not empty calories Beer: source of nutrients

% contribution of beer and lager to UK diet for vitamins and minerals

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Micronutrient	Men	Women
Niacin	10%	6%
Riboflavin	7-9%	3%
Vitamin B6	10-16%	1-3%
Folate	8-15%	1-6%
Phosphorus	4-6%	1%
Magnesium	9-12%	1-4%
Potassium	5-6%	1-2%
Iodine	12-19%	1-8%
Erom Uandarson	at al. (2002)	•

From Henderson et al. (2003)







Beer has health benefits in MODERATION

Blood pressure

80,000 US women followed for 8 years found risk of hypertension was **14%** lower in women who had moderate alcohol intakes compared to non drinkers (*Thadhani et al 2002*).

Diabetes

38,000 US men

when men who rarely drank beer increased their consumption to moderate levels of 1-2 beers a day, after a 4 year period their risk of type 2 diabetes dropped by **25%** (Joosten 2010).

Bone Health

moderate consumption of beer can protect bone mineral density (*Tucker et al 2009*).

Heart Disease

31% reduction in heart disease risk associated with daily pint of beer (Costanzo et al 2011)



Beer- moderate alcohol & calorie intake

Glass size

Accompanying food

Alcohol strength equates to calories

Lower in alcohol than wine

Single serving units

Range of alcohol strengths

Refreshing/thirst quench





Summary.....

- Beer is not "empty calories"
- Moderate consumption does not cause weight gain or "beer belly"
- Beer lower calorie value than other alcoholic beverages
- Positive energy balance & calorie compensation

MODERATION!



Media are interested in facts

MailOnline



Mine's a pint: Full of vitamins, high in fibre, low on sugar and good for your hair - the benefits of beer

- · Beer is being hailed for its health benefits and vitamin levels
- Research suggests drinking beer might help prevent Alzheimer's
- · Hops have 'aphrodisiac-like qualities' and could balance hormones
- Contains minerals including phosphorus, iodine, magnesium and potassium

A VITAMIN-PACKED PINT

'If you analysed beer you would be amazed at how many super-nutrients there are in it,' says Dr Stephan Domenig, medical director of The

BANISH THE BELLY

While high in vitamins, beer is actually low in sugar, high levels of which have been linked to diabetes and obesity.

While a can of Coke contains seven teaspoons and an orange juice six, half a pint of beer contains just over one.

'Compared with soft drinks, it will give less of a blood sugar spike,' says nutritionist Dr Kathryn O'Sullivan, who last year carried out a scientific review of beer. 'Beer is about 93 per cent water so it's quite hydrating.'



Healthy pint: Beer is rich in calcium so could benefit your bones, and full or minerals and vitamins