

SURVIVAL KIT ITEM FOUR

Asahi Super Dry Beer

These teaching notes were prepared by Lau Geok Theng.

Item Description

- One of the most popular beers in Asia as the Super Dry beer, and constantly being developed to suit the taste of consumers.
- Three secrets of Super dry:
 - Use of rare, special yeast
 - Selected ingredients
 - Manufacturing technology
- Students should be asked to read carefully the opening story for Chapter 4 on Asahi beer.
 - Students should be asked to examine the website <http://www.asahibeer.co.jp/english/products/secrets.html> which provides a more detailed description of the beer and its history.
- Preparation: a can of Asahi Super Dry beer.

Some Possible Topics for Discussions

Benefits of beers

- Beer as anti-stroke and anti heart diseases.
 - Beers can produce the same benefits as wine. Research has shown that one drink a day for women and two drinks a day for men will reduce your chances of strokes, heart and vascular diseases.
 - Beer contains vitamin B6 which prevents the build-up of an amino acid that has been linked to heart diseases.
- Beer is fat free and cholesterol free
- Beer has a relaxing effect on the body thereby reducing stress
- Beer helps you sleep better, promote blood vessel dilation and urination, hence is beneficial for the elderly.
- X-ray radioprotection.
- An average beer contains the following:

- 0 g of cholesterol, 0g of fats.
- No caffeine, no nitrates
- 13g of carbohydrate
- 25mg of sodium
- Protein, calcium, potassium, phosphorus and vitamins B, B2 and B6.

For more information, visit these websites for a more detailed description of the benefits of beer:

Beer and your health <http://www.allaboutbeer.com/features/233beer&health.html>

Health benefits of beer <http://www.allaboutbeer.com/features/233beer&health.html>

Risks of beer. Do the positive roles outweigh the negative?

- Binge drinking (excessive drinking – 5 or 6 drinks in a row) causes beer belly and the development of extra estrogen (female hormones) in men and less of testosterone (men hormones) which accounts for the breast like tissues in males.
- Heart burns: Beer contains powerful stimulants of gastric acid secretion and may provoke gastroesophageal reflux and cause heartburn
- Dehydration: Only 10% of what you drink is removed through urine and your liver needs water to get rid of the remaining 90%. To do so, the liver is forced to divert water from other organs including the brain, which causes the throbbing headaches.
- Research has shown that binge drinking can result in a wide range of health problems including
 - Liver damage
 - Alcoholism
 - Addiction
 - Depression
 - High blood pressure:
 - Obesity:
 - Diabetes
 - Brain damage
 - Fetal damage in pregnancy
 - Memory loss
 - Impaired cognitive ability
 - Dementia
 - Cancer
 - Hangovers

Conclusion: beer is good for health as long as you drink in moderation.

Sources:

The pros and cons of drinking <http://www.dumblittleman.com/2008/02/pros-and-cons-of-drinking-beer.html>

<http://www.dumblittleman.com/2008/02/pros-and-cons-of-drinking-beer.html>

The need for responsible use and the role of education.

- Reinforce the message on the risks of heavy consumption in schools and homes. Age limit must be observed everywhere, especially in bars and clubs.
- Parents and teachers must set examples for youths.
- Campaigns and workshops on the benefits and risks of beer should be carried out to deliver that moderate beer drinking is good but excessive consumption of beer is dangerous.

Source: http://www.homebrew.com.sg/beer_n_health.htm

The role of government and regulations. What are some common regulations on sale and use of this product?

- In many countries such as Malaysia and Thailand, the beer industry is considered a “sin” industry. Beer advertisements are hence banned in these countries and limited in some others. Some countries levy high level of taxes on alcohol-related products. Singapore
- Consumption of alcohol shall not be connected with physical performance enhancement or to driving.
- Very strict punishments on drunk driving which may amount to temporary loss of driving license, or even imprisonment. Last December, the Singapore Police Force launched its first digital drunk driving awareness campaign, highlighting the repercussions of being caught drunk driving.
- Drunk driving laws in Singapore are enforced as followed:
 - If you are caught drink driving for the first time, you will be fine up to \$5000 or 6 months imprisonment and your license revoked. (With tougher laws on drink driving, you can expect the worst)
 - For second time offender, you will be fined up to \$10,000 and imprisonment up to 1 year and your license revoked.
 - Subsequently, the court will enhanced punishment up to 3 times the penalty - \$30,000 fine and up to 3 years imprisonment and your license revoked till god knows when.
 - Offenders causing death or serious injuries can also be caned up to 6 strokes.

Source: <http://www.sgdrinkdriving.com/>

Should alcoholic product ever be banned? What are the pros and cons of such actions?

Answer: should not be banned but reduced in supply.

Pros of banning beer

- Reduce problems caused by consumption of beer
- Many people could not carry out responsible drinking, and because of overconsumption, beer becomes a good with negative externalities. Thus, if the ideal state of society is zero beer consumption, banning beer will be the best solution to society.

Cons of banning beer:

- Banning beer is a forceful measure, it does not educate people on responsible beer drinking behaviour
- Banning beer does not necessarily mean zero beer consumption. Smuggling and black markets may arise as a result of the ban.
- Moderate level of consumption of beer is good for health. As such the ban of beer may be considered a too drastic measure.
- Banning of beer may cause discontentment among people as beers are regular drinks for events, celebrations or just chill outs.

NOTE: The suggestions for the use of the mat above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself (laugeoktheng@hotmail.com) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.

Special Note on the Item in this Activity: One Can of Asahi Super Dry Beer

To lecturers in Singapore:

The item is not included in this kit. Your sales representative will supply it to you on request.

To lecturers outside of Singapore:

Because of custom restrictions, we are unable to include the item. A can of Asahi beer can be purchased from your local supermarket.