

There are many myths regarding alcohol and alcohol consumption. Knowing the truth may help you understand customer behaviour.

Myth 1: Alcohol makes you happy

How you will feel depends on your mood when you start drinking. If you are sad or angry before you drink, the alcohol may initially put you in a better mood. But then the opposite can occur, and you may well end up even sadder or angrier than you were before you started.

Myth 2: Mixing drinks causes higher levels of intoxication

Mixing drinks does not cause greater intoxication. It does increase your chances of a hangover, though, and may make you feel sick.

Myth 3: Alcohol warms the body

The opposite is true. Alcohol opens up the pores of the skin, allowing perspiration to increase, which lowers body temperature.

Myth 4: Alcohol relieves stress

Alcohol may seem to relieve stress in the short term; however, it does not treat the underlying cause of stress. Indeed, the use of alcohol can lead to increased anxiety, which in turn may lead to the use of alcohol as self-medication and potential alcohol dependency.

Myth 5: Alcohol improves coordination

Some people will try to tell you they are better at darts after a few drinks. In fact, the motor functions that control coordination are affected by alcohol immediately.

Myth 6: Alcohol helps you sleep

Alcohol can help you fall asleep, but once alcohol levels are reduced by the passage of time, normal sleeping patterns are disrupted. This is why heavy drinkers feel tired in the morning. Alcohol can also cause insomnia and aggravate existing sleep problems.

Myth 7: Drinking coffee will sober you up

There is only one way to sober up: time. Cold showers, drinking coffee and dancing will not sober an intoxicated person up faster.