The most important thing is the amount of pure alcohol in a drink. These drinks, in normal measures, each contain roughly the same amount of pure alcohol. Think of each one as a standard drink.

1 bottle of beer (ale, lager) 12oz @ 5% alcohol
1 shot of spirits (Whisky, Gin, Vodka) 1.5oz @ 40% alcohol
1 glass of wine (red, white, Rosé) 5oz @ 12% alcohol
1 glass of liqueur (Irish Cream, Schnapps) 2.5oz @ 25% alcohol

*The most important thing is the amount of pure alcohol in a drink. These drinks, in normal measures, each contain roughly the same amount of pure alcohol. Think of each one as a standard drink.

How much is too much?

For men, no more than
4 drinks on any single day
AND
14 drinks per week

For women, no more than
3 drinks on any single day
AND
7 drinks per week

To stay low risk, keep within BOTH the single-day AND weekly limits.*

*Drinking the weekly limit of drinks in one day, or the daily limit every day, is not okay!

Something to think about:
If people don’t understand how much a “drink” is, they will likely underestimate their drinking accidentally and in some cases on purpose. A really big cup is not 1 drink. Regardless of amount, if someone is thinking about how much, then their drinking is probably a problem. Ask! It makes a difference.