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## Even our alcohol has become supersized.

Wednesday, January 02, 2013

I did not know this. I've compared life today with my childhood in the 50s in many different areas. This article describes the sizing creep of our mixed drinks.

[online.wsj.com/article/SB10001424127887323830404578143231998981460.html?mod=WSJ\\_hp\\_mostpop\\_read](http://online.wsj.com/article/SB10001424127887323830404578143231998981460.html?mod=WSJ_hp_mostpop_read)

I gave up cocktails a long time ago simply because I prefer to get my calories from something I can chew and crunch. I still drink wine occasionally and sample different types of beer when in Europe, but water has been my liquid of choice for over 20 years.

Still, this article was interesting to me since customers' resistance to attempts at downsizing reflects our denial of other areas of our supersized lives – sizing creep in clothes, larger dishes filled to the edge, enormous drink cups and bigger furniture to accommodate the inevitable result.

Today many people are still recovering from a New Year's Eve of revelry which included mixed drinks. To each his own, but as for me, I prefer my calories in the cheesecake.

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**MJZHERE**

Another supersize. Think about growing up with everything supersize - this would be the norm for you. Now that is scary.  
3082 days ago



**COCK-ROBIN**

Good for you!  
3084 days ago



**WILSONWR**

You're right! Some of the better beers now come in either 22 ounce "bombers" or 750ml bottles. The alcohol content also often ranges from 9 - 18%!! I like to try some of the better beers now and then, but I pour some in a smaller glass and then vacuum seal the bottle like you can do



with wine. I enjoy it over the next day or two this way!  
3084 days ago



**CD13252816**

So many people have left such interesting comments on the size of just about everything!!! I use salad plates, the rest of the dishes are in the basement. I don't drink cocktails and I agree that liquid calories are a waste of calories. Every dinner out starts with bread off the table and a left-over box which is filled when the food is served.



It's a full time job just getting past the portion size creep.  
Thanks for reminding us.  
3084 days ago



**CD8467616**

Supersize food/supersize drinks = supersize people.  
3085 days ago



**CAKEMAKERMOM**

When I go to certain restaurants, I am fortunate to have a couple of people that will split an entree with me. I remember when a small pop was 8 ounces (maybe it was 10?) at my first job at McD's. Plus I'm not 'that' old. 16 ounces is not "value".  
3085 days ago



**SWEDE\_SU**

it is amazing how supersizing has taken over everything. when i got serious about weight loss last spring, i gave up wine for the first month and the pounds absolutely fell off. i also prefer my calories in crunchy chewy form. while i will have my glass of red wine most evenings now in maintenance, water is my drink of choice.

i can't understand those huge glasses/cups of pop that people get in fast food places - no one needs that amount of sugar! and now alcohol too!  
3085 days ago



**MISCHAKEO**

Interesting article. I had no idea that we were making large cocktails..I bet margaritas are even bigger. You are right it fits in with the super sizing in the rest of society.

Thanks for sharing.  
3085 days ago



**GINIEMIE**

As we have learned/are learning in our journey, bigger is NOT better. That starts with super-sized fruits, rolls, burgers, meals, salads and drinks-except of course water. And even too much water can be bad for some people.

Read, become savvy, and demand moderate portions or kid sizes. I'm into ordering an appetizer in place of an entree at some of the restaurants I go to.  
Happy Health & Holy New Year to all.



3085 days ago



**ITSMATT**

Good article and very interesting blog post. Thanks!

It is pretty ridiculous and sad that we just don't get what a reasonable portion size is anymore.

Make it a great day!  
Matt  
3085 days ago



**FITFOODIE806**

Thanks for sharing. Liquid calories are dangerous!  
3085 days ago



**HAKAPES**

Great article to share!

Since I'm on the healthy track, water became my main source of fluid, and such drink. I made drinking 8 cups of water (glasses) a daily habit, and since then, I drink it.

Also, for enjoying calories, I prefer "chewing them", so I consume fruits and vegetables as fresh, or maybe cooked, but usually not as a drink. Although smoothies and fruit juices are promoted as healthy.

As for the portion sizes - since I do portion control, I often find myself to be "less environmentally

friendly" and buy smaller packaged portions, or be less "cost effective" buy buying a smaller portion at a higher cost/size ratio.  
And I look at it as a small expense for not having to consume calories. Makes me happy.

Thanks for the article, I share it with friends!  
3085 days ago



**SUZYMOBILE**

Boy is that ever right! And if it isn't in mixed drinks, it's via happy hour!  
3085 days ago



**CD13109206**

It is hard to find single serving packages of anything now days. I end up tossing a lot of food because I either can't find small size packages or refuse to be ripped off by the higher unit cost for small sizes. I am single and it bugs me to have to open a 3-4 serving can of something because I know it will spoil before I use the rest of it.  
3085 days ago



**NELLJONES**

I don't even buy Vente coffees for the same reason: by the time you get halfway down the thing it's cold. Remember the old jokes about "everything is bigger in Texas"? Now everything is bigger everywhere. I don't get it.  
3085 days ago



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