

For Dry January, Heineken Debunks the Myth That Giving Up Booze Is No Fun



Dry January, the month-long challenge when some people choose to abstain from alcohol, has increased in popularity around the world since British charity Alcohol Change UK created the event in 2013. This year in the U.K., where the movement began, one in seven (15%) of all adults—or 7.9 million—are planning to participate in Dry January, a 22% rise from 2021.

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