Peer-reviewed, published data demonstrates that differences in serving glass sizes, cocktail recipes, varying alcohol proof by liquor, understanding of appropriate portions, and free-hand pouring techniques all add up to a wide disparity in alcohol content – not just between beer, wine and hard liquor cocktails, but even among hard liquor cocktails. In truth, not only are hard liquor cocktails different from beer, but one hard liquor cocktail isn’t equivalent to another.

**Citations**