



## DRINKING: A PARODY

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There are many articles that come out during the holiday season that discuss responsible holiday drinking. This is not one of them.

We are always discussing the importance of nutrition in your life. In fact, even though it is our passion and we know that science is on our side with this stuff, we too get bored listening to ourselves preach sometimes. Enter: The Cheat Day. There are many diets and nutrition coaches out there that embrace the concept of the Cheat Day. The concept is simple – you religiously pay attention to nutrition and eating clean and you have the body to prove it, but psychologically you just get exhausted. Keeping vigilant is hard work mentally and sometimes you just need to relax and reward yourself. Knowing that there is a Cheat Day coming up gives you something to look forward to and gives you some space to just be human. But we think that it doesn't have to stop there...why not have a Cheat Season?

If you've taken to allowing yourself a Cheat Day with food throughout the year, then a Cheat Season shouldn't seem so far fetched. What better season could there be than the holiday season? And since you've used your Cheat Day for food all year, we think that the Cheat Season should be all about drinking (of course, we mean alcohol).

So, this holiday season, I'm suggesting that you take a step away from these know-it-alls writing about responsible drinking (drinking and driving aside) and really tie one on. Irresponsible drinking is much more fun. When is the last time that you truly embraced irresponsible drinking (from here on I'll call it ID), college or soon after? If you're in your late thirties or early forties, it has likely been at least a decade. ID can open doors of opportunity that wouldn't exist if you were sober. Go out, party hard, live a little – you deserve it!

Here are a few tips for the holiday season to help you roll back the clock, drink more than you probably should and almost certainly ruffle a few feathers along the way:

**Be Spontaneous** – Most advocates tell you to plan ahead, but with the exception of a designated driver, I couldn't disagree more. Spontaneity is the best. You could find yourself drunk in places you've never been, with people you've never met and having drinks you've never had. Some of my favorite nights have started with leaving a tame holiday party with new friends to hit a pub crawl. I say skip the plan, throw on a Santa hat and just go for it!

**No Water** – Let's be honest – if getting loaded is the goal, drinking water intermittently is a total waste of time. It will just dilute your buzz and prolong the inevitable. Just say no to water.

**No Healthy Food** – Everyone knows that the best stuff to soak up booze is grease and processed carbs. Fatty foods will slow the absorption of alcohol and allow you to have a long solid night of drinking and the processed carbs (like white bread) acts as a sponge. Bottom line – I have four words for you – pigs in a blanket. Load up!

**Mix & Match** – Where is the fun in sticking with one drink all night? One taste, one effect...not really my idea of a good time. Start with a cocktail, wine in the middle of the night and beer at the end is what I call a perfect recipe for trouble. In his new book, *Proof: The Science of Booze*, author Adam Rogers debunks the myth about mixing alcohol types causing greater hangovers, so I say "let 'er rip."

**Ready, Set, Sprint!** – I don't care what you've been told, but I've been watching sporting events all my life and "slow & steady" has never won any race ever. Your uncle's holiday tradition of lining up the shots of Fleischmann's whiskey is a great idea. This year, up the game and tell him that the third one is a charm.

**Ignore the Haters** – There will be many people that will try to slow you down or give you advice about better choices, especially at work functions. **DO NOT LISTEN!** This is the same old boring advice that you've heard for years. This is your bender and you should enjoy every moment of it. Go ahead, photocopy your posterior and distribute it throughout the office...it's tradition!

**Recover** – Maybe not science, but anecdotal evidence proves that there is really only one cure for a hangover – stay drunk. It is practically impossible to be hung over and drunk at the same time, so as soon as you wake up (wherever you find yourself) crack a brew...you'll thank me for it.

I hope that these tips help you plow through the holiday season with abandon and really rack up some stellar memories to carry into your dotage. Cheers!

*(If you think I've been serious at any point in this article, then I've got a bridge in Brooklyn that I'd like to sell you. Please drink responsibly, keep nutrition in mind at all times and check out [SimpleAgain.com](http://SimpleAgain.com) for articles and tips on how to really achieve your goals for health, wellness and performance. Happy Holidays! – OCR)*

