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SHIFTS OF DRINKING PATTERNS DURING THE SOCIAL AND CULTURAL TRANSFORMATION

Summary

The social and cultural transformation in Poland in the nineties was accompanied by shifts in the drinking patterns. Since the beginning of the decade the alcohol consumption structure evolved toward the increase of low-alcohol drinks consumption, beer in particular. As the frequency of beer drinking increased, the at time consumption decreased. Apart from the traditional „Polish” drinking style, a new drinking pattern similar to the drinking pattern in the Western Europe, became more popular. In 1993 this tendency was hampered and the traditional drinking pattern became more vital. The later tendency however, did not compensate the tendencies of the beginning of the decade. As of today, its hard to judge, whether the 1993 shift signifies the constant reversion of the observed tendency or constitutes a transient disruption.

Key words: drinking pattern shift, social and cultural transformation.

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