

METRIC AND IMPERIAL EQUIVALENTS

WEIGHT/SOLIDS	
1/2 oz	10g
3/4 oz	20g
1 oz	25g
2 oz	50g
2 1/2 oz	60g
3 oz	75g
3 1/2 oz	100g
4 oz (1/4 lb)	110g
5 oz	150g
6 oz	175g
7 oz	200g
8 oz (1/2 lb)	225g
9 oz	250g (1/4 kg)
10 oz	275g
12 oz (3/4 lb)	350g
14 oz	400g
1 lb	450g
18 oz	500g (1/2 kg)
1 1/4 lb	600g
1 1/2 lb	700g
2 lb	900g
2 1/4 lb	1 kg
2 1/2 lb	1.1 kg
3 lb	1.3 kg
3 lb 5 oz	1.5 kg
3 1/2 lb	1.6 kg
4 lb	1.8 kg
4 1/2 lb	2 kg
5 lb	2.2 kg

VOLUME/LIQUIDS	
1 teaspoon	5ml
1 dessert sp	10ml
1 TBSP (1/2 fl oz)	15ml
1 fl oz	30ml
2 fl oz	50ml
3 fl oz	75ml
3 1/2 fl oz	100ml
4 fl oz	125ml
5 fl oz (1/4 pint)	150ml
7 fl oz (1/3 pint)	200ml
9 fl oz	250ml (1/4 litre)
10 fl oz (1/2 pint)	300ml
12 fl oz	350ml
14 fl oz	400ml
15 fl oz (3/4 pint)	425ml
16 fl oz	450ml
18 fl oz	500ml (1/2 litre)
1 pint (20 fl oz)	600ml
1 1/4 pints	700ml
1 1/2 pints	850ml
3/4 pints	1 litre
2 pints	1.2 litre
2 1/2 pints	1.5 litre
3 pints	1.8 litre
3 1/2 pints	2 litre

American Measures

Americans use the familiar 'inch-pound' system.

However, the US pint and some other measures of volume differ from the UK versions.

1 Cup = 8 fl oz/225ml; 1 US Pint = 2 cups = 16 fl oz/450ml;

1 US Quart = 2 US Pints = 4 cups.

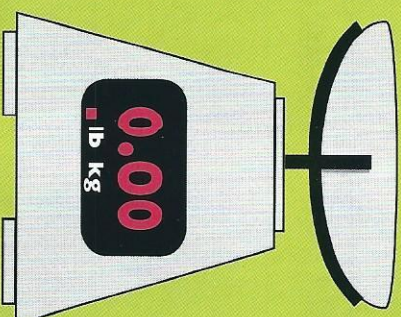
The British Weights and Measures Association

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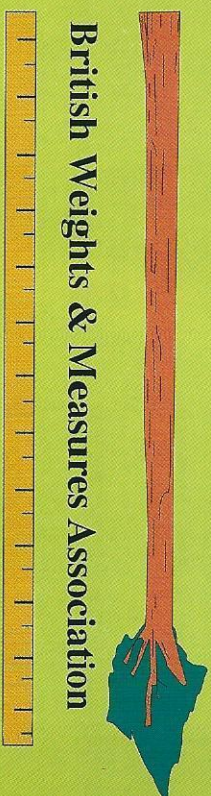
NEW GUIDELINES

for

FOOD WRITERS

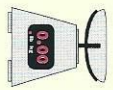
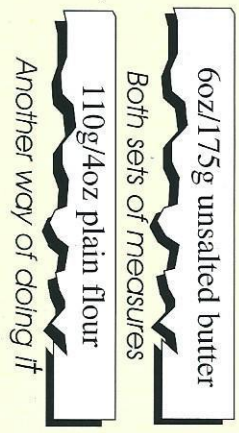


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How should you publish recipes?

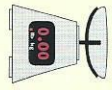
Imperial? Metric? Both? The best way to publish recipes - the way that makes them easiest to read and easiest to use for the biggest possible number of people of all ages - is to use both sets of measures. This is what we recommend.



So what's new?

Until recently, it was assumed that we 'had' to go fully metric whether we liked it or not. Changes to the law mean that this is no longer the case. It was also assumed by many older food writers that "young people" only understand metric, and don't want to use

anything else. New opinion polls show that this just isn't so.



How has the law changed?

Under new EU legislation, goods will continue to be labelled in both metric and imperial until at least 2009. And many areas of national life, from road signs to clothing sizes to pub beer, now have a permanent exemption from compulsory metrication.



What do the opinion polls say?

The latest polls (see below) show that, given the choice, around 74% of all adults (over 15) - and 82% of all women - prefer to use the familiar UK units for most everyday purposes. And perhaps surprisingly, just over

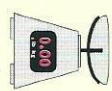
half of the metric-educated 15-24 age group are included in this number. This compares with 19% of the UK population - around one person in five - who say they prefer to use metric.



What do people want in recipes?

Using both systems in recipes keeps more or less everyone happy. This is what the vast majority - 70% - say they want.

A minority - 21% - want imperial only. An even smaller minority - only 7% - want just metric.



What if there's only enough space for one system?

If you really can't fit both sets of measures in your recipes, then go for the one that most of your readers prefer. If you are at all unsure about which system that is, just ask them.

"Which kinds of measurement do you generally find most convenient for everyday purposes?"

	Imperial	Metric	don't know
Total	74	19	7
Male	66	26	8
Female	82	12	6
15 - 24	51	43	5
25 - 34	67	23	10
35 - 44	79	12	10
45 - 54	75	20	5
55+	87	8	5

"How do you think weights and measures should be classified in recipes?"

	Both	Imperial	Metric
Total	70	21	7
Male	69	17	10
Female	70	24	4
15 - 24	68	16	14
25 - 34	71	21	5
35 - 44	78	16	6
45 - 54	76	13	7
55+	62	30	6

Sources: British Market Research Bureau national opinion survey, March 1999. Base: 1,010 adults aged 16+ Research Services Ltd survey, quoted in *The Guardian*, 2nd Jan 1998. Base: 1,004 adults aged 15+