

# READ THIS FIRST

## To Protect Your Business and Your Bottom Line, Start Here:

As a store owner or manager, finding time to train employees in Responsible Alcohol Sales is challenging. But if your business is fined or sued for an illegal sale of alcohol, you'll spend countless hours and hard-earned money dealing with the legal system – not to mention the impact on your reputation in the community.

**So here's the bottom line:** Taking the time to train your employees in Responsible Alcohol Sales is time well spent that can protect you and your employees, as well as your profits and business.

Inside this folder, you'll find resources that are easy to use and designed to complement any training you're currently implementing. All of these resources are quick and easy to read so you can get back to what you do best – *running your business*.

### Contents of this packet include:

- Five ways to Reduce Your Liability as an Alcohol Retailer
- Creating Safe Alcohol Practices and Procedures for Alcohol Retailers
- Three ways to Protect Yourself as an Employee of an Alcohol Retail Outlet
- How Responsible Alcohol Sales Training Helps You and Your Business
- Sample Alcohol Sales Policy for Alcohol Retailers
- In-Store Birthdate Sign
- In-Store "Right to Refuse" Sign

For questions or more information, please visit [www.RAstraining.com](http://www.RAstraining.com)



# Five Ways to Reduce Your Liability as an Alcohol Retailer

As an alcohol licensee, you have the primary legal responsibility for complying with alcohol laws in your business. However, your individual employees can also be charged and convicted if they violate these laws. The following tips are intended to help you reduce the risk and liability related to off-premise alcohol sales.

## **1. Develop a written policy for alcohol sales and service that:**

- Identifies expectations regarding alcohol sales for all employees.
- Outlines steps for preventing alcohol sales to underage youth.
- Describes consequences for violating the policy.
- Explains how management will support staff in alcohol sales.

## **2. Actively monitor staff compliance with the policy by:**

- Taking time to observe staff on a regular basis.
- Correcting behavior when necessary.

## **3. Reward staff for compliance with alcohol policies by:**

- Offering encouragement for checking ID.
- Creating an incentive program with meaningful staff rewards.

## **4. Train staff to:**

- Check ID thoroughly.
- Recognize fake ID.
- Know your state's alcohol laws.
- Effectively deal with hostile customers.
- Learn safety procedures when working alone.

## **5. Make your establishment a low-risk environment:**

- Ensure sufficient lighting to make ID checks.
- Install security systems.
- Restrict loitering.
- Locate alcohol displays away from doorways and entrances.
- Encourage employees to observe customer behavior and actions.
- Support your employees by posting the store's policy on refusing alcohol sales to anyone without appropriate ID.



# Creating Safe Alcohol Practices and Procedures for Alcohol Retailers

As an owner, store manager or supervisor of a business that sells alcohol, your risk and liability rests on your weakest employee during the busiest time of each day. Help insure your profits and reduce employee risk by implementing these tips:

## **Employees:**

- Train employees on Responsible Alcohol Sales within five days of hire.
- Have employees take a written test to verify their understanding of Responsible Alcohol Sales.
- Hire people who are at least 18 years of age.
- Screen new hires for previous sales to minors.
- Require employees to ask for ID for anyone who appears under 30.
- Actively monitor new employees. Reinforce your desire that employees implement the alcohol sales policies and procedures identified for your store.
- Support employees when they refuse a sale to a customer.
- Institute an incentive program for employees who are implementing alcohol sales policies and procedures. Make it include meaningful staff rewards.
- Reinforce the consequences of selling alcohol to minors.
- Require employees to sign your store's alcohol sales policy and place it in their employee file.

## **Store Environment:**

- If possible, use electronic age verification devices.
- Place security cameras at checkout locations.
- Monitor the amount and type of alcohol advertising located in and outside your store.
- Be available and provide visible support for your employees in their effort to prevent illegal alcohol sales.
- Choose not to provide single servings of alcohol on ice.
- Insure adequate lighting at checkout counters.
- Post signage that promotes your right to refuse sales without valid ID.
- Keep alcohol away from doors and exits.
- Choose not to allow in-store alcohol advertising that will appeal to young children and teens.



# Three Ways to Protect Yourself as an Employee of an Alcohol Retail Outlet

When it comes to complying with alcohol laws, the license holder is the one who carries the primary legal responsibility for the business where you work. However, as an employee of an alcohol retail outlet, you can also be charged and convicted as an individual if you violate any alcohol sales laws while you're on the job. Here are three ways that you can reduce your risks when it comes to alcohol sales and complying with the laws in your community and state.

## **1. Always ask for ID from anyone who appears under 30 years of age.**

## **2. Refuse alcohol sales when you are in doubt. Remember:**

- It is your legal right.
- The responsibility for the alcohol sale is yours alone.
- You must be able to defend your decision to sell alcohol.
- Your common sense and good judgment are important.
- Be polite, but firm, if you choose to refuse the sale.

## **3. Protect yourself. Participate in your store's alcohol sales training.**

- Make sure you are familiar with your state's laws related to alcohol sales.
- Ask your manager for clarification on how to deal with difficult customers or situations.
- Read your establishment's alcohol policy and be sure to:
  - Ask questions about it.
  - Follow the guidelines.
  - Know the consequences for failing to follow your store's policies.
  - Make sure you understand the type of ID your store accepts.
  - Document your training through testing and identify training you have received in writing so it can be placed in your employee file.



# How Responsible Alcohol Sales Training Helps You and Your Business

1. Reduces your exposure to civil liability for you and your employees.
2. Reduces risk of administrative and criminal penalties for you and your employees.
3. Helps maintain revenues and increase profits through reduced risk of liability, penalties and fines.
4. Enhances your business' reputation with customers and the community.
5. Helps employees obey laws while also providing good customer service.
6. Improves the business practices of licensed establishments.
7. Promotes consistent practices in spite of employee turnover.
8. Makes insurance more affordable by reducing liability risks.
9. Allows you to take advantage of potential incentives related to insurance premiums, tiered license fees, reduced liability and compliance with mandatory regulations.
10. Promotes health and safety of customers by not selling to anyone who is underage or intoxicated.



# Sample Alcohol Sales Policy for Alcohol Retailers

1. All customers who appear to be under 30 must be prepared to show ID. Acceptable forms of ID include:
  - Valid driver's license
  - Valid state-issued ID
  - Valid military ID
  - Valid passport
2. No alcohol will be sold to any adult who is suspected of purchasing alcohol for the purpose of providing it to a minor.
3. Responsible Alcohol Sales training will take place within five days of hire. It is the store's responsibility to provide this training to new employees.
4. It is illegal to sell alcoholic beverages to anyone under the age of 21.
5. Employees who do sell alcohol to an individual under the age of 21 will:
  - Be suspended for (insert your time-frame) days without pay.
  - Pay all fines associated with this offense.
  - Be terminated if it is the employees (insert number) offense.
6. Signage announcing the policy of not selling alcohol to anyone under 21 years of age or to intoxicated individuals will be posted in a visible location.
7. Employees must report all "suspicious" alcohol sales incidents to the manager on duty and document these events in the store's incident log book.
8. Employees will call the police to report any intoxicated individual who leaves the store and gets behind the wheel of a motor vehicle.
9. A copy of the Alcohol Sales Policy will be distributed to every employee when hired. All employees must sign a statement indicating that they have read, understand and agree to comply with this store's alcohol policies and procedures.

I have read and understand these policies and accept them as part of the terms of my employment.

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Signature of employee

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Date

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Authorized representative

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Date

**YOUR BIRTHDAY MUST BE ON OR BEFORE  
TODAY'S DATE IN**

**1990**

**TO PURCHASE ALCOHOLIC BEVERAGES**

**Warning to Minors**

**It is a misdemeanor for a minor to ATTEMPT to purchase alcoholic beverages.**

If you try using false identification, you may be guilty of another misdemeanor.

Your drivers license could be suspended.

**We may call the police if you try to buy.**

**This store reserves the  
right to refuse alcohol  
sales to anyone who  
cannot present valid ID  
or appears intoxicated.**