

ServSafe Alcohol Training



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WHO HAS TO TAKE “Alcohol Service Training”

- **Licensees with on-premises privileges**

- *Restaurants, bars, nightclubs, taverns, pizza parlors, delis, brew pubs, hotels, private clubs, wineries*
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- **Employees who mix, sell, or serve alcohol in any manner for drinking on the premises and anyone who manages them**

- *Bartenders, servers, managers, hosts*



Overview

The sales and handling of alcoholic beverages result in serious responsibilities under state and local laws.

All employees are required to strictly abide by these laws and the Alcohol Service and Beverage Policy to ensure that our facilities maximizes its efforts to protect guests from alcohol abuse.

“ServSafe Alcohol Service Training” will build your skills to serve alcohol responsibly in any setting.

- Results:
- Improved Customer Relations.
 - Protect your customers
 - Reduced Liquor Liability Exposure.
 - Protect the Public and you
 - Enhanced business.
 - Protect your business



Goals

ServSafe Alcohol Service training will equip you to:

- Identify Alcohol Law and your responsibility.
- Recognize signs of intoxication.
- Intervene where customers are intoxicated.
- Prevent alcohol sales to minors.
- Prevent alcohol-related incidents.
- Ensure all guests have a pleasant experience!

Advantages of ServSafe Alcohol Service Training

- Satisfy more customers.
- Enable Servers to better serve all customers.
- Increase professionalism of staff.
- Reduce business expenses and liability exposure.
- Enhance your business.



What Should You Do?

❖ QUESTION:

Two restaurant servers have been serving a larger party all evening and are expecting to be tipped very well. At the end of the evening two of the guests who have had too much to drink ask for one last drink.

What should the servers do in this situation?

➤ ANSWERS:

- A. They should serve the guests the two drinks; otherwise they probably will not get a good tip.
- B. They should make sure one server orders the drinks and the other server delivers the drinks.
- C. They should serve the drinks in opaque cups, such as coffee cups, so no one knows they are consuming another alcoholic beverage.
- D. *They should discuss their concerns regarding over serving these guests with their manager, and not serve the guests.*

Facts regarding alcoholic related crashes

- The National Center for Injury Prevention and control has published the following facts with respect to alcohol related crashes.
 - In 2009, almost 11,000 people were killed in crashes involving impaired drivers— nearly one-third of all traffic deaths.
 - In 2009, an average of 29 people died in alcohol-impaired driving crashes every day.
 - In 2009, an estimated 1.4 million arrests were made for driving under the influence. This is less than one percent of the 147 million self-reported episodes of alcohol-impaired driving among U.S. adults each year.
 - Alcohol-related motor vehicle crashes kill someone every 30 minutes and non-fatally injure someone every two minutes (NHTSA 2003a).
 - During 2002, 17,419 people in the U.S. died in alcohol-related motor vehicle crashes, representing 41% of all traffic-related deaths (NHTSA 2003a).
 - Drugs other than alcohol (e.g., marijuana and cocaine) have been identified as factors in 18% of motor vehicle driver deaths. Other drugs are generally used in combination with alcohol (NHTSA 1993).
 - Nearly two-thirds of children under 15 who died in alcohol-related crashes between 1985 and 1996 were riding with the drinking driver. More than two-thirds of the drinking drivers were old enough to be the parent of the child who was killed, and fewer than 20% of the children killed were properly restrained at the time of the crash (Quinlan 2000).

Alcohol Law and Your Responsibility



LEGAL LIABILITIES as a seller or server of alcohol are:

❑ **Criminal Liability**

Most states may hold you criminally liable if you:

- Serve alcohol to minor
- Serve a guest who is or appears to be intoxicated
- Possess, sell, or allow the sale of drugs on the premise

❑ **Civil Liability**

Liable for selling alcohol to an intoxicated person when damages or injuries were caused by that person.

- Can be sued
- Forced to pay damages to an injured guest

❖ **Dram Shop Laws**

Allow a third party to sue for injuries caused by a guest who was drinking there.

❑ **Liquor Authority**

State or municipal agency that enforces alcohol regulations and licensing laws

❑ **Municipality**

**** Every employee who sells alcohol or tobacco products must be trained prior to serving.***

Alcohol Law and Your Responsibility

Statistics Show the most common violations and complaints involve:

- Sales of liquor to apparently intoxicated persons
 - Sales of liquor to persons under 21 years of age
-

Dram shop laws make it possible for bar owners and alcohol servers to be held *financially liable* if a customer becomes obviously intoxicated on their premises and subsequently injures someone or causes property damage, typically by driving drunk.

So, if a person has several alcoholic drinks at a restaurant or bar and is visibly intoxicated, and then gets in a car and kills someone on the way home, the owner of the serving establishment can be sued for damages

Liquor Authority

Each state has its own liquor laws. To complicate matters, many municipalities have their own, often stricter, laws. Each state and many municipalities have a liquor authority. These are often called the Alcoholic Beverage Control or Liquor Control Commission. These agencies are responsible for:

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- Enforcing alcohol laws
 - Issuing and monitoring liquor licenses
 - Issuing citations for violations
 - Holding hearings for violations of the liquor code

Liquor Authority -continued-

The liquor authority can issue citations for :

- Selling liquor to a minor
 - Failing to check the ID of a guest who appears to be underage
 - Allowing a minor to enter the establishment with a fake ID
 - Serving a guest who is or appears to be intoxicated.
 - Discriminating against guests due to race, gender, age, or sexual orientation
 - Selling or serving alcohol when it is not permitted.
- ❖ A liquor authority violation can result in the suspension or revocation of the establishment's license.

Laws Restricting Alcohol Service

1. The legal age to drink. - In all 50 states, a person must be 21-years-old to purchase alcohol. In some states, it is legal for a parent or legal guardian to purchase alcohol and serve it to a minor child.
2. The legal age to serve. - In general, you must be 21-years-old to serve alcohol. Some states allow underage servers to:
 - Bring alcohol to the table but not to pour it.
 - Take the order and payment for the drink, but not to serve the order
 - Serve alcohol if they have applied for permission from the liquor authority.
3. The legal age to enter the establishment.
4. Serving intoxicated guests. – It is illegal to serve a guest who is intoxicated or who shows signs of intoxication.
5. Serving a pregnant guest. – It is illegal to deny alcohol service to a women because she is pregnant. This would be considered gender discrimination. Many states require establishments to post signs warning about the effects of alcohol on a fetus.

Laws Restricting Alcohol Service – continued-

6. Hours of service. - The legal hours for the sale and service of alcohol are listed on the establishment's liquor license.
7. Happy hours and other drink promotions. - Some states, counties, and municipalities restrict or forbid "happy hours" and other drink promotions.

These laws may prohibit serving a guest:

- Two or more drinks at a time
- An unlimited number of drinks for a fixed price
- Reduced-priced drinks for a specified period of time
- Drinks containing additional alcohol without an increase in price
- Drinks as a prize for a game or a contest conducted at the establishment

Recognizing and Preventing Intoxication

Alcohol passes from the mouth down the esophagus and into the stomach and on into the small intestine. At each point along the way ethyl alcohol can be absorbed into the blood stream. However, the majority of the alcohol is absorbed from the stomach (approx. 20%) and the small intestine (approx. 80%),

In general drinking more alcohol within a certain period of time will result in increased blood alcohol concentrations due to more alcohol being available to be absorbed into the blood.

Blood Alcohol Content (BAC)

Blood Alcohol Content is the legal measurement of the amount of alcohol in a person's blood. It is stated as a percentage.

- ❖ A BAC of .10 means there is about one drop of alcohol for every 1,000 drops of blood in the bloodstream.
- ❖ Driving with a BAC of .08 or higher is against the law in all 50 states.
- ❖ A BAC of .30 or higher can lead to coma or death.



Recognizing and Preventing Intoxication

Blood Alcohol Content (BAC) – continued-

A 150-pound male drinking for one hour on an empty stomach would likely have the following BAC levels:

2 drinks	.05 BAC
4 drinks	.10 BAC
8 drinks	.20 BAC
12 drinks	.30 BAC

Most states have set a legal limit for driving while intoxicated at .08 BAC. Some states also have penalties for driving under the influence at lower BAC levels. As a seller, you are not expected to know a customer's BAC level. But you do need a general understanding of BAC.

Here are some key points to remember.

- A customer's BAC level can be different each time he or she drinks.
- Intoxication rate factors affect how quickly the BAC level rises.
- The higher the BAC level, the more behavioral cues you are likely to see.
- Tolerance has no impact on a patron's BAC level.
- Time is the only thing that can lower a customer's BAC level.

Factors That Affect a Guest's BAC

These factors help you assess how quickly someone is becoming intoxicated, giving you an idea of how rapidly that person's Blood Alcohol Content is rising.

Drinking Rate and amount consumed

The more alcohol a person consumes the higher the BAC level will be. The liver only can remove alcohol from the body at the rate of one drink per hour.

Drink Strength

The more alcohol a drink contains, the more that will end up in the bloodstream.

Body Size

Smaller people are sometimes affected more quickly by alcohol than larger people.

Body Fat

A person with a large percentage of body fat will have a higher BAC than a lean person, all other factors being the same.

Body fat doesn't absorb alcohol.

Alcohol can pass through muscle in a lean person and spread throughout the body.



Factors That Affect a Guest's BAC - continued-

Gender

Typically, women are smaller than men, have more body fat and tend to reach higher BACs more quickly than men.

Age

A senior citizen will have a higher BAC than a younger guest. Body fat typically increase with age. Enzyme action tends to slow as a person gets older.

Emotional state

When a person is stressed, angry, or afraid, the body diverts blood to the muscles and away from the stomach and small intestine. This reduced blood flow slows the absorption of alcohol into the bloodstream.

Medications

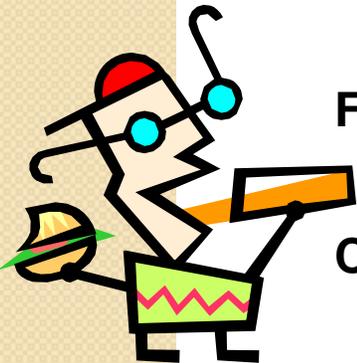
Legal or illegal drugs can speed up the effects of alcohol and have an unpredictable effect.

Food

A full stomach before or during drinking slows the absorption of alcohol into the bloodstream.

Carbonation

Carbonation may speed the rate at which alcohol passes through the stomach. This causes a person to reach a higher BAC at a faster rate.



Assessing a Guest's Level of Intoxication

- To prevent over service, you must be able to assess a guest's level of intoxication.

I. Count the number of drinks you serve.

- ✓ Proof is measure of a liquor's strength. By dividing the proof by two, you can determine how much alcohol a liquor contains. For example,
 - ☐ 100-proof whiskey = 50% alcohol
 - ☐ 80-proof vodka = 40% alcohol

1 Drink =

5 ounce of Wine

(Domestic wine at 12% alcohol)

12 ounce of Beer

(American lager at 4-5% alcohol)

1½ ounces of 80-proof liquor

1 ounce of 100-proof liquor



Assessing a Guest's Level of Intoxication -continued-



2. Observe Behavior

Observing Guests for Signs of Intoxication

Physical and Behavioral Signs of Intoxication

- **Relaxed Inhibitions** – persons with lowered inhibitions can become talkative, talk loudly, become overfriendly, relaxed, or argumentative.
- **Impaired Judgment** – persons showing impaired judgment may complain about the strength of a drink, begin drinking faster, make irrational or argumentative statement, or become careless with money.
- **Slowed Reactions** – persons with slowed reactions may talk or move slowly, have glassy or unfocused eyes, forget things, or lose their train of thought.
- **Impaired motor coordination** – stagger, stumble, fall down, bump objects, or sway when sitting or standing.

Be unable to pick up objects or may drop them.
Spill drinks or miss their mouths when drinking.
Slur their speech
Having difficulty lighting a cigarette.

Assessing a Guest's Level of Intoxication -continued-

3. Tolerance to Alcohol

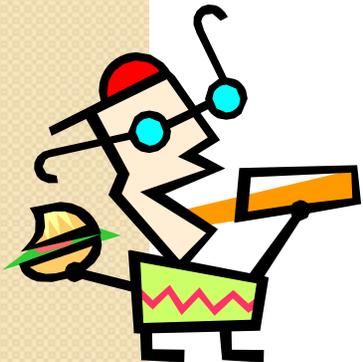
1. People can build up a tolerance to alcohol. **Tolerance is the ability to handle the effects of alcohol without showing the usual signs.** An experienced drinker can often consume a lot of alcohol without showing any signs. These people have learned to hide them – even after becoming intoxicated.
2. Tolerance does not affect a guest's BAC, just his or her ability to hide the effects of alcohol.
3. Most establishments have guests who are regular patrons. You can become used to their drinking habits and ability to handle liquor. But these people may be leaving your establishment with a dangerously high BAC. **Always count drinks.**
4. Inexperienced Drinkers - They often show signs of intoxication after drinking only a small amount of alcohol. Their bodies are not used to alcohol and are sensitive to smaller amounts.

Assessing a Guest's Level of Intoxication -continued-

The Importance of Observation and Communication

Monitor guests from the moment they arrive until they are ready to leave:

- Observe how people act.
- Hear what customers say.
- Judge the needs of customers.
- Respond appropriately.



Preventing Guests from Becoming Intoxicated

As a seller or server of alcohol, you must do everything possible to ensure that guests do not become intoxicated. This can sometimes be a difficult task, but you can do some simple things. These practices will help guests drink responsibly.

1. Offer food: This is one of the most important things you can do to help prevent intoxication.
 - Offer food high in fat and/or protein (e.g., pizza, chicken wings, cheese, deep-fried items).
 - Avoid food that is high in sugar or carbohydrates (e.g., bread). – easily digested.
 - Avoid food items that are salty (e.g., peanuts, pretzels, chips). – make a guest more thirsty and cause them to drink more alcohol.
2. Offer water: Drinking alcohol causes dehydration, making guests thirsty.
3. Avoid over pouring when mixing drinks.
4. Avoid serving the guest more than one drink at a time.

Checking Identification

Acceptable Forms of Identification

All identification must be official documents issued and sealed by a government entity and contain a clear photo, description and date of birth.

- **Driver's License**
- **State ID Card**
- **Passport**
- **Military ID**

Verification of Identification

When checking an ID, you must verify that it:

- is valid. - It contains the owner's birth date.
It is current.
It contains the owner's signature.
It contains the owner's photo.
It is intact.
- is genuine.
- has not been issued to a minor.
- belongs to the guest.



Checking Identification -continued-



Verification Guidelines

Some guidelines to verify the authenticity of a driver's license or ID include:

- The card expiration date – do not accept the license if it has expired;
- Glue lines or uneven surfaces by the picture or date of birth – often indicate tampering;
- Consistency of numbers – the typeset for the birth date and expiration date should match lettering used on the rest of the license;
- The state logo – a partially missing state logo is a sign of a fake card;
- Pin holes on the surface – bleach may have been inserted to “white out” certain aspects of a date; and
- The card's reverse side lettering is blurred – counterfeiters often photocopy the reverse side of a license.

Verification Guidelines -continued-

- Someone else's card – make sure the photo, height and weight match the person requesting service.

If there is an issue with regard to verification, **ask for a second piece of identification, question the cardholder about basic information** on the card such as middle initial, full address with zip code, birth date, etc. or request assistance from the manager or supervisor on duty.

Where there is any question as to the identity verification, service **must** be refused.





The Proper Procedure For Checking IDs

1. Greet the guest. - The greeting can tell you if the guest is nervous. This may indicate he or she is minor.
2. Politely ask the guest for ID. - Ask the guest to remove the ID from his or her wallet. Be sure you look at both sides of the ID.
3. Verify the ID – ID checking guides, ID readers, UV lights, and magnifying devices may make it easier to verify IDs.
4. Seek further verification if necessary. - You can take several steps if you are still not sure about the ID.
 - ✓ Ask the guest for a second valid ID.
 - ✓ Compare the guest's signature to the ID signature.
 - ✓ Ask the guest questions:
 - ✓ What is your address?
 - ✓ How tall are you?
 - ✓ What is your middle name?

Refusing Service To A Minor



When you refuse service to a minor, be firm, but always express regret. Do not sound authoritative or judgmental. You should also avoid embarrassing the person.

Give reason for your actions:

- “I’m sorry, but it’s illegal to serve a minor.”
- “I’m sorry, but I can’t serve you without a valid ID.”
- “I’m sorry, but our company policy will not allow me to serve you.”

Handling Difficult Situations

Handling Intoxicated Guests

❑ **Stopping Service to Intoxicated Guests.**

- ✓ If they show physical or behavioral signs of intoxication.
- ✓ If you are concerned about the number of drinks they have had.

❖ When stopping service to a guest:

1. **Alert a backup.** - The backup person must be:
 - Prepared to help.
 - Close enough to observe.
 - Not too close so as to appear threatening.
2. **Enlist the help of other guests (if possible).**
 - Wait until the intoxicated guest steps away.
 - Ask the guest's companion to help stop service.



Handling Difficult Situations

Handling Intoxicated Guests - continued -

3. Wait until the guest orders the next round before stopping service. - If you notice that a guest is becoming intoxicated you must stop service immediately.
4. Tell the guest you are stopping service. – Always keep the conversation private. To prevent a confrontation:
 1. **Don't be judgmental.** – Never use “You” statement.
 - Say things like:
 - “Our company policy doesn't allow me to serve you any more alcohol.”
 - “I'm not able to serve you any more alcohol this evening.”
 - “We would be responsible if something were to happen.”
 - “It is against the law for me to serve you any more alcohol.”



Handling Difficult Situations

Handling Intoxicated Guests - continued -

1. **Express concern and be genuine.** – Tell the guest that you are concerned about his or her safety.
 - Say things like:
 - “I just want to make sure you get home OK.”
 - “We want you to come back again.”
 - “Why don’t we call it a night? We’ll see you tomorrow.”
2. **Express empathy.** - Show the guest you understand how he or she is feeling. Make sure that you maintain eye contact while you talk to the guest, and nod and shake your head when appropriate.
 - Say things like:
 - “I know this is frustrating or annoying, but I am concerned about your safety.”
 - “I know you’re upset. I would be upset too, but we just want to make sure that nothing happens to you.”

Handling Difficult Situations

Handling Intoxicated Guests - continued -

3. **Be firm.** - Guests will often try to persuade you to change your mind or ask for “just one more” drink. Once you have made the decision to stop service, stick to it. Be patient and remain calm. Simply and clearly repeat your decision to stop alcohol service as often as necessary.

5. **Offer nonalcoholic alternatives.** - Offer the guest coffee, soft drinks, or other nonalcoholic alternatives.

Once alcohol service to a guest has been stopped, it is the server's Responsibility to ensure that the guest does not receive a drink from friends or get a drink from another server or bartender.

Occasionally, you may need to stop service to a “regular.” This can sometimes be awkward, especially when the guest has been coming To the establishment for a long time. When guests have had enough, they Have had enough, regardless of their patronage.

Handling Difficult Situations

Handling Intoxicated Guests Attempting to Leave the Premises

1. Try to convince the guest not to drive.
 - ✓ Avoid being judgmental.
 - ✓ Express concern.
2. Ask for the guest's keys.
 - ✓ Warn the guest that you will call the police.
 - ✓ Call the police if the guest insists on driving. Provide the police with the make, model, license plate number, and direction in which the guest was driving.
 - ❖ **You can only ask a guest for his or her car keys. You cannot demand or take them.**
3. Arrange alternate transportation.
 - ✓ Asking a sober companion to drive.
 - ✓ Calling the guest's friend or relative.
 - ✓ Calling a cab.
 - ❖ You should never "throw out" intoxicated guests, even if they are disturbing other guests or causing a scene. If you must ask guests to leave, arrange transportation for them.
 - ❖ You should say something like:
"I'm sorry, but I'm not able to serve you any more alcohol this evening. I'd like to call someone to come and pick you up. If you decide to drive, I'll have no choice but to call the police. What would you like me to do?"

Handling Difficult Situations

Dealing with Guests Who Arrive Intoxicated

Sometimes, a guest might arrive at your establishment intoxicated. You always have the right to refuse service, but you should make sure the person gets home safely.

1. Try to refuse entry.
2. Make sure the guests are not served alcohol if they enter the establishment.
 - ✓ Communicate with all appropriate coworkers about the guest's condition.
3. Ask the guests for their keys.
 - ✓ If they refuse, tell them that you will call the police if they attempt to drive.
 - ✓ If they insist on driving, call the police.
4. If the guests have agreed not to drive, find alternate transportation.

Designated Drivers.

One person in a group of drinkers agrees to be the designated driver. The designated driver agrees not to drink alcohol during his or her visit. The establishment usually offers the person free food or nonalcoholic beverages. Sometimes the designated driver receives coupons for future visits.

You are still liable for overserving guests even if they have a designated driver.

- ✓ Encourage the person not to drink alcohol.
- ✓ If the person starts drinking, watch him or her like you would any other guest.
- ✓ If the person does not drink, follow your company policy regarding the service of free items.

Handling Difficult Situations

Handling Potentially Violent Situations

You may face situations that could become violent. If you faced these situations you must:

- ❖ Make a reasonable effort to anticipate problems.
 - ❖ Prevent injuries.
1. Notify your manager.
 - ✓ Pay close attention to guests .
 - ✓ Involve your manager early to determine the best way to handle the situation.
 2. Call the Police.
 - ✓ Do not assume that the situation will resolve itself. It usually won't. .
 3. Separate guests from the situations.
 - ✓ Never touch or try to physically restrain a violent guest.

Handling Illegal Activities .

It is against the law to allow certain activities to continue on the premises. That includes gambling, prostitution, and the possession or sale of drugs.

- ✓ Consider your safety and the safety of your guests before taking action.
- ✓ Notify your manager.
- ✓ Call the police.

Handling Difficult Situations

Management Support

You should always involve a manager when handling the situations such as stopping service to a guest.

If you are not comfortable with what your manager has asked you to do, you should:

- ❖ Express your concern.
- ❖ Ask the manager to do it instead.
- ❖ Talk to the owner or your human resources department. - This is especially important if you feel that you are being asked to do something that is against the law, such as continuing to serve visibly intoxicated guests.

Handling Difficult Situations

Document Incidents.

When an incident occurs on the premises, your establishment may require you to complete an incident report. An incident report is used to document what happened during the incident and what actions were taken. These reports help your organization determine if policies are effective or whether they need to be revised.

- ✓ Provide accurate information.
- ✓ Fill out the report immediately so important facts are not forgotten.
- ✓ Follow your company policy on what to include and how to document the incident.

Incident reports should be completed when:

- ✓ Alcohol service has been stopped to a guest.
- ✓ Alternate transportation has been arranged for a guest.
- ✓ A guest's ID has been confiscated.
- ✓ An illegal activity or violent situation has occurred.
- ✓ A guest has become ill.

Results of Training

- Satisfied customers.
- Responsible beverage service.
- Relaxed and comfortable atmosphere for customers.
- Control within social drinking environment.
- Encouragement of responsible drinking.
- Ability to intervene and resolve customer issues.
- Exhibit positive responsible alcohol service.
- Increased knowledge and intervention skills.



Alcohol Awareness

Alcohol Awareness is a growing concern within the Hospitality Industry nationwide. By recognizing the “early” signs of intoxication, monitoring your customer’s consumption, and treating them as you would a guest in your own home; you fulfill your responsibility and protect the guest.

- By understanding and fulfilling your responsibilities ...

Your Role as a bartender or server:

- **Observe**
- **Monitor**
- **Report**

- Assisted by the guidance and support of management ...

Your Role as a Manager:

- **Confirm**
- **Confront**
- **Resolve**





CONGRATULATIONS!
