

**Insert Company Name Here**

Insert Company Address Here

## Alcohol Sales Policy

### ID checks

Ask every customer who appears to be under age **40** for an ID.

1

#### Check that the ID:

- ✓ is authentic and unaltered
- ✓ shows the customer is 21 or older
- ✓ belongs to this customer

Ask for a 2<sup>nd</sup> form of identification if you have doubts about the 1<sup>st</sup> identification presented. Ask for identification even if you know the customer: this shows other customers and staff that our company always checks identification.

### Fake IDs

If the identification presented does not appear to be authentic, or to belong to the customer, and no 2<sup>nd</sup> form of identification is presented, return the identification to the customer and politely explain, "I'm sorry, I'm not able to accept this ID."

2

*If you are not reasonably certain that the customer has presented a invalid identification, politely refuse to make a sale.*

### 3<sup>rd</sup> Party Sales

You should refuse to sell alcohol if you believe the customer is purchasing the alcohol on behalf of someone under the age of 21.

3

### Intoxicated Customers

You are required by Montana law, and our policy, not to sell alcohol to anyone who is actually, apparently or obviously intoxicated. Since an intoxicated customer may be a danger to himself and others, ask how he/she plans to get home.

4

- Offer a cab ride home: Call \_\_\_\_\_ for a cab.
- If the intoxicated customer appears to be driving, alert police with a description of the customer and car. Call \_\_\_\_\_.

## When to Contact the Police

Call the police if:

# 5

- a customer appears to be violent or threatening.
- a customer appears to furnish alcohol to a person under the age of 21, inside or outside the establishment.
- a visibly intoxicated customer appears about to operate a motor vehicle.

## Incident Log

# 6

Write down in the Incident Log any unusual occurrences concerning the attempted purchase of alcohol products, including: date and time, name or description of customer, and details of the occurrence, including whether a sale was made.

*Sales, by employees, to persons under the age of 21 and intoxicated persons is punishable by a fine of up to \$500, and/or 6 months in jail and possible termination of employment. Our business can also be fined between \$250 and \$1,500 and/or have our license suspended or revoked.*

## Tips for staff

- **It is your job to check identification.**
- **Never ask:** "Is this person 21 or older?" Rather, ask: "Is this person under age 40?" and if "Yes," ask for ID. If you guess who is 21, sooner or later you will be very, very wrong!
- **Do the math:** Law enforcement compliance checks can use decoys using their own valid ID or no ID. Too often, employee's see an ID and assume the customer must be of legal age. Be sure to check the dates!
- **Avoid conflict:** You can avoid conflict if you remember that you are not saying "No" to the customer -- just to the ID. "I would like to sell this to you but I just can't accept this ID." Or: "I'd like to sell this to you as soon as you show me an ID I can accept." Don't allow the issue to be whether the customer is 21: the issue is that you are not allowed to make the sale: "I'm sorry, but I could lose my job if I were to sell this to you." Let them know **you** are at risk if you make the sale.

Committed to the Responsible  
Sale of Alcohol

