

# MODEL HOUSE LIQUOR POLICY MANUAL



# INTRODUCTION

Your business is very important. It is valuable to you, your community, and to the State's economy. You have invested your time, energy and financial resources. Your business offers a place that meets local dining and entertainment needs and provides jobs.

As a licensed liquor establishment, you are given the unique opportunity to sell a highly regulated product for which you are asked to perform in a reasonable manner. The best way to protect your valued business is through responsible business practices. Responsible business practices can help reduce your risk of punitive charges, and civil lawsuits. They also promote profitability and ensure a comfortable and safe environment for customers.

You should document your responsible business practices in the form of written house policies. If you have none, each employee may have his or her own idea about what the rules are, what they mean, and when they should be applied. By putting policies in writing, every employee will know what the rules are and how to apply them.

This pamphlet will assist you in developing your own house policies. You may want to use our "Model House Policies" or adapt them to fit your needs. In the long term, the responsible business will build a strong and loyal customer base.



## GUIDELINES FOR WRITING POLICIES

- You may have any company policy that does not conflict with existing laws (for example, no discrimination).
- It is always good to obtain ideas from your managers and employees when writing new policies. They will be more supportive of policies they helped to create.
- Make sure policies are clear and specific.
- Provide all employees with a copy of the policies.
- To ensure that employees understand their duties, have them sign an Employee Responsibility Statement (see sample on page 8). Keep this in each employee's personnel file.
- Reinforce policies by giving regular training to employees.
- Between trainings, hold regular staff meetings. At the meetings, discuss the rules, recent problem situations, and ways to prevent future problems.
- Advise employees that you will spot check their compliance with the policies. Give them a regular performance review.
- Reward employees who do a good job checking ID's during compliance checks.
- Remember: Written policies, good communication, and a supportive environment will go a long way toward the success of your business.

**To: ALL EMPLOYEES**

**From: MANAGEMENT**

**Subject: HOUSE ALCOHOL POLICIES**

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## **Underage Service**

- It is everyone's job to ensure patrons who are buying or drinking alcohol are at least 21 years of age.
- We will request proof of age (I.D.) from any patron who appears 30 years of age or younger. To help employees do their job, managers will post the following sign in the business:

Note: "If you look under 30 Be prepared to show a valid I.D."

- We have the right to, and will, refuse service to any patron who cannot produce proper I.D.
- We will know what a real Wyoming driver's license and I.D. card look like.
- We may accept the following as proof of age:
  - A motor vehicle driver's license issued by any state, territory or possession of the United States, the District of Columbia, the Commonwealth of Puerto Rico or by an official governmental agency of Canada or Mexico;
  - A permanent resident card issued by the United States citizenship and immigration services (Green Card);
  - An identification card issued to a member of the armed forces;
  - An internationally accepted passport document with a discernible date of birth and photograph;
  - An identification card issued by the Wyoming Department of Transportation; or
  - An identification card issued by the Northern Arapahoe or Eastern Shoshone Tribes of Wyoming.
- When selling pitchers, we will request an I.D. from each person who receives a glass.
- We will verify every ID checked using the F.E.A.R. method (Feel, Examine, Ask and Return).
- We will use separate types of glassware to tell alcoholic drinks from non-alcoholic drinks.
- When an underage patron moves from one station to another, servers will tell each other.
- If we must refuse service, we will tell a supervisor.

## **Advertising, Promotions and Pricing**

- We will maintain an atmosphere that promotes socializing. We will provide things to do other than drinking.
- Advertising materials and campaigns will not use alcohol as the main way to attract patrons.
- We will not use promotions that encourage intoxication. There will be no drinking contests. We will not advertise, “Buy one drink, get one free, two for the price of one, or all you can drink.”
- We will not offer free alcohol or sell them below cost.
- We will not lower alcohol prices to promote sales.
- There will be no “Happy Hour” because this promotes too much drinking. We will use food or entertainment for cocktail hour specials. For example, we will have a “Hungry Hour.” Appetizers will be free or offered for a low admission price. This brings in patrons and holds down intoxication.
- We will not promote drink specials to certain groups of people. For example, “Ladies’ Night.”
- When we promote a special cocktail, wine or beer, we will offer a comparable non-alcoholic drink. If we promote or list alcohol on a menu or display, we will promote a non-alcoholic drink also.
- We will promote food and other non-alcoholic items using table tents.
- If we offer free appetizers or snacks, we will offer them to any patron, whether or not the patron buys alcohol.

## **Drink Service**

- Management and supervisors will support servers’ decisions to stop service to any patron. If they don't, the server might not act so responsibly in the future.
- We will discourage intoxication and not serve any person who looks or acts intoxicated, even if they are taking a taxi or have a “designated driver.” This includes employees and regular patrons who may “always act that way.”
- When a patron has been “cut off” in one person’s station, that person will tell other employees.
- Responsible service techniques may reduce a server's tips. Therefore, we guarantee the tip to any server who stops service to an obviously intoxicated patron.

- Drinking alcohol during your shift, after your shift, or at closing time is not allowed. Drinking on the job impairs your ability to perform your duties. You are more likely to make mistakes in judgment such as serving underage or obviously intoxicated patrons. Drinking on the job can cause other employees to assume some of your duties without getting paid for the extra work. This can create bad morale. Also, it is harder for you to tell a patron they are "cut off" when you have been drinking along with that person.
- We will not assume a patron wants alcohol. Instead of saying, "May I bring you a cocktail?" say, "May I bring you a beverage?"
- We will promote "alternative beverages." This is any beverage that can take the place of alcohol. The purpose is for pacing drinking, slowing intoxication, preparing to drive, or offering a beverage choice besides alcohol. Examples are: coffee, juices, mineral water, flavored waters, seltzer, non-alcoholic or low-alcohol beers, wines, and mixed drinks.
- We will provide and promote "mocktail" non-alcoholic drinks that are similar to popular cocktails.
- We will know who is getting each drink. We will not bring a drink for anyone who is not present.
- We will count drinks.
- We will remove empty glasses immediately after customers leave.
- We will use measured shots, rather than free pouring to ensure against over-pouring. (Shots will be one ounce, rather than 1-1/2 or 2 ounces.)
- We will not sell more than one drink to a patron at one time.
- We will not sell pitchers to individual patrons.
- We will not bring a second drink before the patron has finished the first one.
- We will discourage the buying of rounds.
- We will not push drinks.
- We will slow down service if the patron is ordering or drinking rapidly. We will visit the table less often and avoid the table until all patrons have finished their drinks.
- At closing time, we will announce, "It's closing time. We will pick up all drinks in \_\_\_ minutes." We will not announce "last call" because this encourages patrons to gulp drinks before driving. We do not believe in "one more for the road."
- Bartenders will follow our standard drink recipes.

## **Safe Rides**

- If a patron is too impaired to drive safely, we will persuade the person not to drive, and arrange for a safe ride. If the patron refuses, employees should advise a supervisor. The supervisor will call the police or sheriff with a description and the license plate number of the car.
- We will post a list of taxi phone numbers at each bar, hostess station, and pay phone.
- We will use the "Designated Driver" Program. The server will ask groups of three or more who the Designated Driver will be. The Designated Driver may receive free non-alcoholic drinks and/or food such as an appetizer or dessert. If the server sees the Designated Driver drinking alcohol, the Designated Driver must pay for all drinks and food he has consumed. "Designated Driver" does not mean that employees may over serve others in the group.

## **Staff Training**

- All staff will be trained in responsible beverage service.
- All staff will be continually updated by management (meetings, memos, etc.).
- We will provide extra training for employees who need practice in serving alcohol.
- We will reward employees for successfully passing compliance checks and for identifying minors attempting to purchase alcohol.

## **Food**

- We will promote food during the late afternoon and evening hours. Appetizers will be available in the bar until closing time. We will offer high-protein or fatty foods such as meats and cheeses, which slow the absorption of alcohol. We will avoid salty, crunchy items because they cause patrons to drink more.
- We will provide rewards to servers for increased food sales.
- Servers will be rewarded for total sales, including non-alcoholic products.
- We will promote non-alcoholic drinks with table tents.

## **Drug-Free Workplace**

- We will not tolerate illicit drug use or sales by patrons or employees.
- It is a violation of company policy to possess, sell, trade, or offer illegal drugs for sale or engage in the illegal use of drugs on the job.

- It is a violation of company policy to use or be under the influence of illegal drugs or alcohol at anytime while on or using company property, conducting company business or otherwise representing the company.
- Violations of this policy are subject to (letter of reprimand/suspension from work without pay/dismissal).

## **Crowd Control and Security**

- We will allow free access to all law enforcement officers. This includes WLD investigators, police, and sheriff. (All of whom may be wearing uniforms or plain clothes.)
- Overcrowding will not be allowed for several reasons. First, it makes us less able to watch our patrons. This can result in sales to minors and drunk patrons, fights, injury, and property damage. Second, patrons may not be able to exit the building during a fire or other crisis. Third, too many patrons means more mistakes, poorer service, and smaller tips.
- We will limit our patrons to the Fire Department's legal limit. During busy times, security personnel will track the number of people coming in and out of the business.
- We will have enough employees on duty. This will help us watch beverage sales and patrons. We will advise management when more staff is needed.
- We will keep patrons from crowding around the bar. We will make sure patrons are able to move freely in hallways, aisles, and common areas.
- To encourage socializing, we will provide table seating for groups of different sizes, games, and other non-drinking fun. We will keep the lighting from getting too dim and the music from getting too loud. Floor managers will have instant control over all lights, music, audio, and cooling.
- Patrons are guests in our business. We will not permit loud, unpleasant, or obnoxious behavior.
- We will not tolerate fighting among patrons. Security or management will ask anyone who is fighting to leave. If needed, security or management will call the police or sheriff for help. We will permanently refuse to admit any chronic problem patron.
- We will record any serious problem (such as fights, injuries, or vandalism) in our Incident Log for future reference.
- Security will monitor outside adjacent property to prevent loitering, drinking, illicit drug activity, etc.
- We will maintain a close working relationship with the police or sheriff.



## **Employee Responsibility Statement**

### **Employee: Read and Sign**

I understand that our business is dedicated to the safe and responsible sale and service of alcohol.

I will not knowingly serve alcohol to an underage or obviously intoxicated person.

I will report any signs of illegal drug activity to management.

I have read and understand our policies. I understand that if I follow these policies, management will fully support my decisions.

I also recognize that my failure to follow these policies may result in job probation, suspension, loss of hours, or termination from this employment.

\_\_\_\_\_  
**Employee Signature**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
**Date**

# INCIDENT LOG

*Instructions: Complete an Incident Log for each patron involved.  
If you see a drunk driver, call WHP 1-800-442-9090*

Incident Date	Incident Time
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<b>PATRON INFORMATION</b>			
1. Patron's Name (First, Middle, Last)		Patron's Phone Number	
Address (Street number and name, City, State, Zip code)		Patron's Employer	
2. Patron was injured <input type="checkbox"/> Yes <input type="checkbox"/> No	If Yes, On what part of Body?	Medical attention was given <input type="checkbox"/> Yes <input type="checkbox"/> No	Hospitalization required <input type="checkbox"/> Yes <input type="checkbox"/> No
3. Patron was a minor <input type="checkbox"/> Yes <input type="checkbox"/> No	Identification was checked <input type="checkbox"/> Yes <input type="checkbox"/> No	Description of identification shown	
4. Where was patron before your place?			
5. How did patron contribute to his/her injury?			

<b>EMPLOYEE INFORMATION</b>	
6. Employee's Name (First, Middle, Last)	Employee's Phone Number
Address (Street number and name, City, State, Zip code)	
7. Employee's Name (First, Middle, Last)	Employee's Phone Number
Address (Street number and name, City, State, Zip code)	

<b>INCIDENT INFORMATION</b>				
8. Alcoholic beverage related incident <input type="checkbox"/> Yes <input type="checkbox"/> No	9. Drinks served (Number and kind)			
10. Police were notified <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, By whom	What police agency	Date of call	Time of call
11. How was incident brought to your attention?				
12. Describe incident (Including action you took to prevent or control the incident)				

<b>WITNESS INFORMATION</b>		
13. Witness' Name (First, Middle, Last)	Witness' Phone Number	
Address (Street number and name, City, State, Zip code)		
14. Witness' Name (First, Middle, Last)	Witness' Phone Number	
Address (Street number and name, City, State, Zip code)		
15. Signature of person making report	Person's title	Report Date



