

Name of Your Business

Your address

Alcohol Sales Policies

ID checks

1

Ask every customer [who appears to be under age 30](#) for an ID.

Check that the ID:

- ✓ is authentic and unaltered.
- ✓ shows the customer is 21 or older.
- ✓ belongs to this customer.
- ✓ Only accept IDs that are approved in Vermont (a valid photographic operator's license, a valid non-operators identification card, a valid military identification card, a valid passport or a valid enhanced operator's license).

Ask for a 2nd form of ID (from the approved list) if you have doubts about the 1st ID. Ask for an ID even if you know the customer: this shows other customers and staff that we always check IDs.

Fake IDs

2

If a driver's license does not appear to be authentic, or to belong to the customer, and no 2nd form of ID is presented, [return the ID to the customer and politely explain, "I'm sorry, I'm not able to accept this ID."](#)

You may also elect to place the questionable ID in a police envelope and mail it to the appropriate law enforcement agency.

If you are not reasonably certain that the customer has presented a valid ID, politely refuse to make a sale.

3rd Party Sales

3

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

Even if a minor is with an adult **who is one of their parents**, you must refuse to sell or serve alcohol. No one is allowed to furnish alcohol to minors under any circumstances.

Intoxicated Customers

4

You are required by law and our policy not to sell alcohol to anyone who appears visibly impaired already. Since a visibly impaired customer may be a danger to himself and others, ask how he/she plans to get home.

- **Offer a cab ride home: Call (802) 254-6446 for a cab.**
- If the visibly intoxicated customer appears to be driving, alert police with a description of the customer and car. Call (802) 257-7946 or **911**.

When to Contact the Police

5

Call the police if:

- **a customer appears to be violent or threatening.**
- **a customer appears to furnish alcohol to a minor, inside or outside the establishment.**
- **a visibly intoxicated customer appears about to operate a motor vehicle.**

Unusual Occurrence Log

6

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

Sales to a minor is punishable by a fine of \$500 to \$2,000, or imprisonment for up to two (2) years, or both, under state law, and is grounds for termination or suspension.

National headquarters: 681 Main Street
Waltham, MA 02451

<http://www.rrforum.org>

Local offices: Responsible Retailing Project
28 Vernon Street
Brattleboro, Vt. 05301
(802) 257-2175

Responsible.retailing.project@gmail.com

Advancing the art, and science, of Responsible Retailing

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 30?**" and if "Yes," ask for ID. If you guess who is 21, sooner or later you will be very, very wrong!
- **Do the math:** Police stings employ decoys with valid IDs that show them to be under age 21. Some minors will use their own ID because, too often, staff see an ID and assume the customer must be of legal age.
- **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" (pointing to the security camera to show that **you** are at risk if you make the sale).

Committed to the Responsible
Sale of Alcohol



RRForum²⁰¹¹
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