

MODEL STORE POLICIES:
A GUIDE FOR OFF-SALE LICENSEES

INTRODUCTION

Every store can benefit from having written policies. Written policies can reduce your risk of problems. Your employees will be better able to manage various situations (for example, "Excuse me, our store policy requires us to see identification.") When employees know their responsibilities, they are less likely to make a mistake like selling alcohol beverages to an underage person.

When you have no written policies, each employee may have his or her own idea about what the rules are, what they mean, and when they should be applied. This pamphlet will assist you in developing your own store policies. You may want to use our "Model Store Policies", or adapt them to fit your needs. Written policies are an important part of being a responsible licensee. In the long term, the responsible store will build a strong and loyal customer base.

Here are some suggestions on writing and administering your policies:

- It is always a good idea to obtain ideas from your managers and employees when writing new policies. The employees 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 responsibilities, have them sign an Employee Responsibility Statement. Keep this in each employee's personnel file.
- Reinforce policies by providing regular training to employees.
- Between trainings, hold regular staff meetings where you discuss the rules, recent problem situations and ways to prevent those situations from happening again.
- Advise employees that you will spot check their compliance with the policies and provide them with a regular performance review.
- Reward employees who show special proficiency as responsible alcohol beverage sellers. Provide incentives to those employees who participate in various anti-drug activities.

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: Store Policies

It is **everyone's** responsibility to make sure that customers who buy alcohol beverages are at least 21 years of age.

We will request proof of age (I.D.) from any customer who appears 30 years of age or younger. To help employees do their job, managers will post the following sign near the cash register:

"NOTICE: Our employees have been instructed to request I.D. from any customer who appears to be under 30 years of age. Thank you for your cooperation."

We have the right to, and will, refuse service to any customer who cannot produce adequate I.D.

We will be familiar with the appearance of a genuine Wisconsin driver's license and identification card.

We may accept the following documents (both issued by the DMV) as I.D.:

- Wisconsin driver's license
- Wisconsin I.D. card

We may also accept the following documents as I.D., **but only if we are familiar with them:**

- Federal military I.D. card
- U.S. passport
- Foreign passport with photo
- U.S. government immigrant I.D. card
- Other state-issued driver's license or I.D. card

We will use a pre-printed age chart as a quick way to determine age. The age chart, which says, **"To Buy Alcohol, You Must Have Been Born on or Before (date),"** will be updated daily.

We will require anyone who has shown documentary proof of legal drinking age to sign the "I.D. Register" if the person's age is in question.

Management will provide extra training for employees who need practice in checking I.D.'s.

We will actively discourage loitering inside the store or on adjacent property immediately outside the store. This means we will tell loiterers to leave and we will keep signs posted:

"ABSOLUTELY NO LOITERING! IT IS ILLEGAL TO ENTER, BE, OR REMAIN ON THESE PREMISES, ADJACENT PARKING LOT, OR ADJACENT PUBLIC SIDEWALK WITH AN OPEN ALCOHOL BEVERAGE CONTAINER."

Management will make sure parking lot lights are all working and timers are coming on early enough.

We will refuse to sell alcohol beverages to any person of legal drinking age if we reasonably suspect they are going to furnish them an underage person.

If we believe a person of legal drinking age is going to give alcohol beverages to an underage person, we will tell them that we cannot allow it. For example, "I'm sorry, I can't allow you to give alcohol to underage persons. It's against the law, and we could lose our liquor license."

If we discover **after** a sale that alcohol beverages were furnished to an underage person, employees should write down a description of the people involved, the car license plate numbers, and report it to the local law enforcement agency.

We will have enough employees on duty to properly monitor alcohol beverage sales and customer behavior. If employees cannot control a problem, such as loitering, they must advise management that they need more help.

Managers will keep all alcohol beverages in one area of the store which is clearly visible to the cashier.

Managers will keep shelves low enough for the cashier to see over.

Not more than one-third (1/3) of our front windows will be covered with signs. Windows near the sales counter and entrance doors must be clear of signs. This will help us monitor activity in the parking lot and it will aid in the prevention of robberies.

We will **not sell or give alcohol beverages to any person who looks or act intoxicated**, even if they are not driving. This includes regular customers.

If a customer is too impaired to drive safely, we will persuade the person not to drive, and arrange for a safe ride. A listing of taxi companies and phone numbers will be posted in the store. If the customer insists on driving, employees should advise management. Management will try to obtain a description and license plate number of the vehicle, and notify the local law enforcement agency.

Management will support every employee's decision to refuse a sale to any customer.

Drinking by customers or employees in the store, on or adjacent property immediately outside the store, is not allowed. This includes before, during or after an employee's shift. All alcohol beverages we sell must be in sealed, unopened bottles, packages or containers.

Drug use and drug sales by customers or employees are illegal and **will not be tolerated.**

We will record any serious problem (such as fights, injuries or vandalism), and how we handled the problem, in our incident log for future reference.

We will maintain a close, cooperative working relationship with the local law enforcement agency

We will keep signs posted in the store to inform customers about certain alcohol laws.

Employee Responsibility Statement

Employee: Read and Sign

I understand that our store is dedicated to the safe and responsible sale of alcohol beverages.

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

I will not sell any product knowing that the product will be used for any purpose whatsoever involving illicit drugs.

I will report any signs of illicit 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