

GROCERY, CONVENIENCE,
PACKAGE, AND BIG BOX STORES

DO YOUR EMPLOYEES KNOW THE RISKS OF SELLING ALCOHOL?



CURRENT ALCOHOL TRENDS



In 2022, the U.S. revenue from alcoholic drinks was up **14%** from the previous year, totaling **\$292.2 billion**.¹



Alcohol consumption levels remain consistent during economic downturns, with **more people drinking at home**.²



As a result of the COVID shutdown mandates, nearly **20 states now allow the sale of alcohol to-go**.³

PART OF PREVENTING ILLEGAL ALCOHOL SALES IS KNOWING RISKS.

Does your staff understand the risks involved in selling alcohol?



Nearly all 50 states have dram shop laws, or laws that allow for prosecution and civil suits of commercial establishments that serve alcohol to visibly intoxicated individuals or to minors.



Store clerks need to keep an eye out for these four signs of intoxication when selling alcohol:

1. Relaxed Inhibition

2. Impaired Judgment

3. Slowed Reaction Time

4. Impaired Motor Skills



There are several things to look for when checking a customer ID, including the back of the ID, noticeable modifications, the type of ID, date of birth, validation, and physical traits.

CHALLENGES OF SELLING ALCOHOL TO-GO:

Grocery clerks, convenience store attendants, and big box employees all share the same responsibilities as a waiter serving alcohol. It is up to your staff to prevent the sale of alcohol to intoxicated or underage people, but many employees don't know how to assess potentially harmful situations before a sale is made. Improper alcohol sales can put your customers, and your business, at risk.



¹ Snipp. (2023). 2023 Trends in the Alcoholic Beverage Industry US and Europe.

² Stone. (2022, June 29). Are Alcoholic Beverages Recession And Inflation Resistant?

³ Cole. (2023, January 3). The beverage alcohol industry in uncertain economic times.



SERVSAFE ALCOHOL: RESPONSIBLE ALCOHOL TRAINING YOU CAN TRUST

Protecting customers, empowering staff, and safeguarding your business—that's ServSafe.

THE SERVSAFE SOLUTION

ServSafe Alcohol is a comprehensive, three-hour training course intended for grocery store staff, liquor store employees, gas station clerks, and any other individuals involved in the sale of off premise alcohol.

This expertly designed course teaches your employees critical alcohol sales safety, including:

- 01 The four signs of intoxication
- 02 How to properly identify a minor
- 03 What to do to prevent the illegal sales of alcohol

Additionally, employees will learn how to handle intoxicated customers and de-escalate potentially dangerous situations. Not only does ServSafe Alcohol empower your staff, but businesses that use ServSafe Alcohol can benefit from more lenient penalties, protection against serious litigation, and reduced insurance premiums in the event of liquor violation.

SAFEGUARDING YOUR BUSINESS AGAINST POTENTIAL LIABILITY RISKS

The ServSafe Alcohol course helps instill confidence among your staff and protects your operation by:

- Teaching staff how alcohol affects the body, how to identify when a customer is intoxicated or underage, and what to do to prevent the improper sale of alcohol.
- Enabling responsible off premise alcohol sales and delivery.
- Safeguarding your business against potential liability risks.

Keep Your Customers,
Employees, and Business **Safe**
with **ServSafe Alcohol**

Learn more at [ServSafe.com/ServSafe-Alcohol](https://www.servsafe.com/servsafe-alcohol)

©2023 National Restaurant Association Educational Foundation (NRAEF). All rights reserved. ServSafe® and the ServSafe logo are trademarks of NRAEF. National Restaurant Association® and arc design are trademarks of the National Restaurant Association

