



At ServSafe, we help reduce the risks so you can focus on the rewards.

Serving alcohol can be lucrative for restaurants—but irresponsible drinking behaviors can put your patrons and your business at risk.

To best protect your business and guests, ServSafe is highlighting safe alcohol service practices.

That's why we've created ServSafe ServItUp, your one-stop responsible alcohol service shop.

ServSafe ServItUp

Offers the best responsible alcohol service resources for your restaurant, all in one convenient platform.

Led by expert research from the National Restaurant Association, ServSafe helps protect your business from the risks of alcohol service with industry-backed training, education, and certificate programs.



Premiumization is changing the way people consume alcohol.



Premiumization grew significantly during the pandemic due to consumers wanting to create affordable luxury experiences in their own home. Current consumers are more willing to spend on higher-quality products across all alcohol categories with no sign of this inclination slowing.



A trend of eco-consciousness is going hand-in-hand with premiumization. Today's consumers are more vocal about sustainability issues and are holding companies responsible for their processes.

The Future of Alcohol Service is Online

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The idea that alcohol beverages can be purchased online and delivered to your doorstep may seem foreign to some, but many industry insiders know it's becoming common and will only increase. Online alcohol sales have increased every year for the past decade, and are estimated to reach \$20.48 billion by 2027.

Online Alcohol Sales by 2027

**\$20.24
BILLION**

ServItUp responsibly with ServSafe

ServSafe Alcohol focuses on issues like...



gauging intoxication levels



measuring drinks




ID checking process



dealing with difficult situations & more

With ServSafe ServItUp, your team can let the good times roll while practicing responsible alcohol service.

Help ensure responsible alcohol service in your business with ServSafe ServItUp's catalogue of educational resources:

-  Servsafe Alcohol Guide 3rd Edition Textbook
-  Online Course
-  Certificate Programs
-  Discussion Guides
-  Alcohol-related blogs
-  BAC cards

Stay tuned for new ServSafe ServItUp content and take advantage of our exclusive discounts on ServSafe training and certificate programs.

