

ALCOHOL SALES POLICY



Van Buren County SAFE Coalition

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Alcohol Sales and Your Business

Maximizing profit potential by limiting your liability

In the State of Iowa, alcohol sales are regulated by the Iowa Alcohol Beverage Division. Laws and regulations exist to govern the sale of alcohol products. Making sure that management and all employees are aware of what the laws are is a crucial element in reducing the potential liability that results from violations of state and local laws. The Van Buren SAFE Coalition has collected a variety of resources that may be helpful in helping your business to reduce potential liability as a result of illegal transactions.

Balancing community responsibility with your bottom line

The Van Buren SAFE Coalition seeks to stimulate community involvement to promote responsible behaviors among youth and adults; leading to SAFE (Substance Abuse Free Environment) and healthy communities. The Coalition understands that local businesses are crucial to the sustainability of our communities. As a result, this compilation of materials is designed to assist your business in making sure that all sectors of our community, including retailers, are doing their part in protecting the youth in our community.



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Alcohol Retailers Can Help Reduce Teen Drinking

Retailers play an essential role in reducing teen access

They can take steps to make sure that teens can't buy alcohol from their stores, and they can serve as a source of information to reduce the possibility that alcohol legally sold to an adult will end up in a teenager's hands. On this page are tools for retailers to meet these goals.

Responsible retailing practices are key to preventing illegal alcohol sales. But it takes more than just telling your staff not to sell to minors. Responsible retailers need specific policies, backed up by training and accountability that enable staff to say, "If I sell to you, I'll lose my job."

The RRForum, a national non-profit organization dedicated to responsible retailing of age-restricted products, has prepared the following list of recommended practices to reduce underage sales and service of alcohol by off-premises alcohol beverage licensees. Every retailer should adopt these practices. The list is not all-inclusive, and retailers may engage in additional practices to reduce illegal underage sales.

RRForum Recommended Practices for Off-Premises Alcohol Retailers

1. Create and maintain sales and service policies that every staffer should follow. Each establishment should have a written policy that identifies steps that staff must take for every transaction, including:

- What perceived age triggers an ID check?
- What are acceptable forms of ID and when is a 2nd form of ID required?
- What should be done if an ID appears to be fake or if a 3rd party sale ("shoulder-tap") is suspected?
- When and how should a sale be refused?
- What record keeping and supervisor notification are required when problems occur?
- What consequences will be imposed when staff fail to check IDs?

Important note: State and local laws should be included in the policy, for all employees to read and understand.

2. Train staff and management on the alcohol sales policy. All staff should be fully trained before being permitted to sell alcohol. Training should include:

- Information on the risks of underage use of alcohol products;
- Pertinent local and state laws;
- Every aspect of the store policies identified in paragraph 1; and
- Roll-playing on how to request an ID and deny a sale in a non-confrontational manner.

- Local laws may set additional specific training requirements.
- Training for managers should also include supervision and training of clerks and strategies to insure adherence to these practices.

Training messages should be reviewed and reinforced periodically. Important note: If training is segmented—for instance, if a new hire receives in-person training by a manager, followed by in-depth training within 30 days of employment—that employee should be carefully monitored because research shows that newly-hired employees are more likely to sell alcohol to an underage customer.

3. Provide the right tools. Providing appropriate tools is important in assisting the seller with responsible sales. These tools should be utilized in the most appropriate combination, considering all circumstances, to provide the requisite support to the seller:

- Program registers to recognize age-restricted product sales and prompt cashiers to require ID.
- If possible, program registers to read IDs electronically and calculate age or use a stand-alone electronic ID scanner or a “black light” wand in states in which these technologies can determine the authenticity of an ID.
- If built-in or stand-alone electronic ID verification is not possible, employ a specialty calendar showing birth dates eligible to buy.
- Provide a current ID guidebook that shows valid ID formats for all states and US territories.

Note: Prominently display signs giving notice that your establishment checks IDs to help staff assert company policy and deter underage sales attempts.

4. Monitor staff conduct. Licensees should rigorously monitor staff performance as a quality control strategy, as follows:

- Mystery shop inspections—attempted purchases by trained contractors to trigger the establishment’s ID-checking requirement—provide staff and managers with feedback on staff performance and whether store policies are being followed. RRF currently recommends 6-12 visits a year.
- Mystery shop inspections can be supplemented by review of point-of-sale video tapes and cash register data or other internal monitoring systems.
- Mystery shopper results and the results of law enforcement compliance checks should be reviewed promptly with all staff—not just with the individual clerk who waited on the mystery shopper. Feedback to staff members who fail to check IDs should include counseling and re-training. The consequences for a 2nd failure may include suspension without pay or termination. Immediate positive feedback to staff members who successfully check IDs is important and can include tangible gifts and public recognition.

5. Employ security practices to reduce underage theft. Use theft deterrent equipment and/or a floor plan that keeps alcohol shelves and coolers unobstructed for store management and staff and permits staff to monitor customers and reduce alcohol theft.

6. Keep records. Document all training, mystery shops, and law enforcement compliance checks. Results of mystery shop inspections, compliance checks and disciplinary actions should be placed in the personnel records of staff. Keep an unusual occurrence log and any related video. These records may be used for communicating front line challenges to management, for positive recognition programs for employees, and to show company responsibility. Appoint a high-level employee to oversee the store's compliance with laws concerning the sale and marketing of age-restricted products and these Recommended Practices.

7. Communicate with the public. Be a community asset. Retailers serve their communities when they post information about the legal age of purchase and express the importance of preventing teen access to alcohol. Post signs about your ID checking policies at the entrance and near registers where age-restricted products are sold. Establish working relationships with local law enforcement. Get involved in industry associations and the community to express a commitment to prevent underage sales and use. And since responsible retailing shifts underage access from commercial sales to "social sources," the community can benefit from learning how important it is that adults not furnish alcohol to underage individuals.


8. Don't market to youth. Alcohol products should not be displayed in an area that contains products likely to be purchased by youth, such as sodas, snack foods or energy drinks—especially since some alcohol products can look like non-alcoholic drinks. Don't display youth-oriented advertising for alcohol products in your store. Free product sampling may be inappropriate if youth are permitted in the store. Don't advertise alcohol products in college or high school publications, or outdoors near schools or playgrounds.

9. Most importantly: Responsible Retailing is a management responsibility. Every aspect of responsible sales and service of alcohol imposes a responsibility on management to oversee and respond.

Don't serve alcohol to teens.

It's unsafe. It's illegal. It's irresponsible.

Developing Alcohol Policies for your Business



IALERT
Under 21 Can't Be Done

Access this tool at,
IALERT.IOWA.GOV

Scan the icon below with your mobile phone to use the alcohol ePolicy tool I-Alert

Get the free mobile app at
<http://gettag.mobi>

Launch of IALERT E-Policy Tool

MULTIPLE STATE AGENCIES HAVE PARTNERED TO UNVEIL IOWA'S ALCOHOL LAW ENFORCEMENT/RETAIL TRAINING (I-ALERT) E-POLICY TOOL WHICH CAN BE FOUND AT IALERT.IOWA.GOV.

THE I-ALERT WEB SITE PRIMARILY FUNCTIONS AS A POLICY CREATION TOOL FOR BOTH ON & OFF PREMISE SALES. RETAIL ESTABLISHMENTS, CONVENIENCE, GROCERY AND LIQUOR STORES CAN USE THE SITE TO CREATE A CUSTOM POLICY REGARDING THE SALE OF ALCOHOL. SUGGESTED SUBSECTIONS FOR IN-STORE POLICIES RELATE TO IOWA LAW, AVOIDING SALES TO THE UNDER AGED AND THE INTOXICATED, AND RECOMMENDED ACTION WHEN A FAKE ID IS SPOTTED. LIKewise, THE POLICY CREATION TOOL FOR RESTAURANTS AND BARS SUGGESTS BUSINESSES INCLUDE POLICY SECTIONS ON HOW TO AVOID OVER SERVING WHEN A PATRON IS DRINKING ON PREMISES. ONCE CREATED, BUSINESS OWNERS THEN HAVE A POLICY TO HELP LEGALLY PROTECT THEMSELVES, AS WELL AS A GREAT TOOL FOR EDUCATING EMPLOYEES ON IOWA LAW AND RESPONSIBLE SERVICE.

www.ialert.iowa.gov

This website was designed to assist businesses in creating an alcohol sales policy that addresses the topics that should be included in a business's policy. It has a checklist of options that you can select based on your own preferences and unique business needs. Following is a sample policy that was created using this tool by selecting every possible option so you can see what the topics and sample options are. If you would like assistance creating a policy, the Van Buren SAFE Coalition (319-293-6412) is available to provide computer access and guidance.

Off-Premise Alcohol Sales Policy

for **Sample Business**

Mission Statement

We recognize that it is a privilege to buy and sell alcoholic beverages in the State of Iowa and with that privilege, realizes that it is our legal and social responsibility to comply with all Iowa laws, rules and regulations and follow best practices as they pertain to the service of alcoholic beverages. We are committed to the safe and responsible sale of all alcoholic beverages to only those patrons who are 21 years of age or older and to refuse service of alcoholic beverages to those individuals that are visibly intoxicated or, in those cases where we deem it necessary, to prevent a person from becoming visibly intoxicated. In order to achieve these goals, we have adopted the following policies:

General

1. All new employees will review, with a member of management, the laws, rules and regulations and best practices as described in the mission statement prior to making any sale of liquor or imitation liquor. Once trained, all employees will regularly review those laws, regulations and best practices with a member of management, asking for clarification on topics they don't understand and upon completion of the review, sign off that they understand and will comply with all of the premise policies governing the sale of liquor or imitation liquor.
2. Employees shall comply with all the Iowa Liquor Laws and Rules and Regulations governing the sale of alcoholic beverages.

Assessment

1. Cashiers will make verbal and visual contact with all customers purchasing liquor or imitation liquor.
2. When making visual contact, employees will make eye contact with the patron, paying special attention to the facial characteristics, as well as noting trendy clothing, behavior and young acquaintances that might indicate the purchaser is underage. The employee should make note of bloodshot or drooping eyes, disheveled clothing and any other signs that might indicate the patron is visibly intoxicated or there is a likelihood they will become intoxicated with the purchase of alcohol and should not be served.
3. When making verbal contact, employees will ask the patron a question that would invoke a response such as, 'How are you?', 'Did you find everything?', 'How is the weather?' Note any odor of liquor on the patron's breath and any signs of slurring.

Carding Practices

1. Iowa law does not have an age requirement for carding practices. A licensee or licensee's employee or agent may not sell, furnish, give or deliver liquor or imitation liquor to a person who appears under 35 years of age unless the licensee or licensee's employee or agent verifies the person is not a minor by means of reliable photographic identification containing that person's date of birth.
2. Cashier must ask for a reliable identification from anyone under 35 years of age every time they enter the store to purchase alcohol.
3. Our policy is to card anyone that attempts to purchase liquor and appears to be under the age of 35 .

4. No employee will accept an expired identification card.
5. The cashier will ask for a current, reliable and verifiable pictured identification containing the patron's date of birth (acceptable are state driver's license, state non-driver identification card, military ID or a Passport). All out of state driver's licenses or identification cards will be verified with the Driver's License Guide. If the patron appears to be under 21 years of age, the employee will ask for a secondary form of identification, such as a military ID, passport, credit/debit card, etc.
6. The cashier will request that the patron remove their ID from their wallet and take physical control of the identification, checking the back, then the front for signs of forgery such as:

Poor photo copy quality, blurred imagery or digitized lettering.

Disclaimers like 'non-government ID' or 'non transferable ID card'

Statements of authenticity such as 'Genuine', 'Authentic', 'Secure', etc. (good rule of thumb, if it has to tell you it's 'Genuine', it's not).

Unusual thickness or unevenly cut edges or corners and bumpy surfaces indicate the card has been hand cut or the picture has been replaced.

Check for background holograms and make sure they are un-altered.

All forms of Iowa Issued ID's contain a 'ghost' image of the portrait.

Don't forget to check the back for barcodes and state seal.
7. The cashier will verify that the information and picture on the identification match the person presenting it, paying special attention to the date of birth in order to confirm that the individual is old enough to purchase and that the DOB has not been altered (are the numbers the same size, color, evenly spaced and level with one another?)
8. In the event any patron fails to show proper identification or if there is doubt by the cashier of the validity of an ID, the sale will be refused. All refusals for failure to meet the requirements of the identification policy are final.
9. When a patron displays an identification card that is obviously false, the cashier will refuse sale of alcohol and report it to a manager who will explain to the patron that they are going to retain the identification for the purpose of verifying their age. A premise representative will immediately call the police and surrender the identification to the authorities for that purpose. (123.48, 321.216, 321.216A and 321.216B). Please note, licensee must advise individual why the ID is being retained.

Visibly Intoxicated Individuals

1. When a person appears to be visibly intoxicated the cashier will allow the individual to bring the alcohol to the checkout. The clerk will place the alcoholic beverage behind the register and, when possible, the clerk will double team with a member from management explaining to the patron in brief, but clear terms that Iowa law and store policy prohibit them from making the sale. Clerks will not argue with a visibly intoxicated person.
2. The cashier or management team member will attempt to invite the patron to the side and advise them of their concern for their safety and offer to call alternative transportation.
3. If a patron who is visibly intoxicated chooses to drive, the clerk or management team member will call the police immediately and give them a description of the person, their vehicle and direction of travel.

4. All store staff will continuously appraise the sobriety of patrons within the store who appear to be purchasing alcoholic beverages and when observations of visible intoxication are made, bring them to the attention of management or sales clerks.
5. All sale refusals because of a patron's visible intoxication are final with the exception of a patron advising the clerk that their appearance is due to a disability as defined under the Americans with Disability Act (ADA) (for compliance, refer to your attorney or human resource officer).

Other Considerations

1. Any staff whose responsibilities include the sale, handling or marketing of alcoholic beverages will attend a seller/server training approved by the Commissioner of the Department of Public Safety and Liquor Licensing as soon as possible upon employment.
2. Employees will always be professional, friendly and polite with all patrons when complying with Iowa law and/or store policy, explaining that when service is declined, it is because of Iowa law and/or store policy.
3. A person may not consume liquor on the property of an off-premises licensee. (123)
4. A person shall not sell, dispense, or give to an intoxicated person, or one simulating intoxication, any alcoholic liquor, wine, or beer (123.49(1)).
5. All employees will report for work sober and will not have consumed any alcoholic beverage prior to arriving, or consume any alcohol while on duty.
6. All questionable incidents involving patrons will be written down in a store log, noting the date, time, name of employees involved and brief statement of facts of the incident. It will be the responsibility of the store manager or duty clerk to log these incidents.
7. No employee under 16 years of age may accept payment for the sale of liquor, wine and beer at the checkout counter of an off-premise retail licensee's establishment* (123.47(2) ,and 185 Iowa Administrative Code)
8. Persons who are at least 16 years old may stock alcohol beverage inventory. (123.47(2), and 185 Iowa Administrative Code)
9. All staff should use due diligence in watching for patrons or activities that are not consistent with this policy or Iowa law and should report a breach of either to management immediately.
10. I have read and understand the above policy. I hereby agree to the terms outlined above. I understand that there could be consequences for violating this policy.

_____ / _____

Signature of Employee / Date

_____ / _____

Signature of Supervisor / Date

This policy was created on 10/24/2011

On-Premise Alcohol Sales Policy

for **Sample Business**

Mission Statement

We recognize that it is a privilege to buy and sell alcoholic beverages in the State of Iowa and with that privilege, realizes that it is our legal and social responsibility to comply with all Iowa laws, rules and regulations and follow best practices as they pertain to the service of alcoholic beverages. We are committed to the safe and responsible sale of all alcoholic beverages to only those patrons who are 21 years of age and older and to refuse service of alcoholic beverages to those individuals that are visibly intoxicated or, in those cases where we deem necessary to prevent a person from being visibly intoxicated. In order to achieve these goals, we have adopted the following policies:

General

1. All new employees will review, with a member of management, the laws, rules, and regulations and best practices as described in the mission statement prior to making any sale of liquor. Once trained, all employees will regularly review those laws, regulations and best practices with a member of management, asking for clarification on topics they don't understand and upon completion of the review, sign off that they understand and will comply with all of the premise policies governing the sale of liquor.
2. Employees shall comply with all the Iowa Liquor Laws and Rules and Regulations governing the sale of alcoholic beverages.

Assessment

1. When initially greeting patrons, all staff will make visual and verbal contact with them to convey greetings and assess sobriety.
2. All wait staff will make verbal and visual contact with each customer purchasing liquor and will repeat the process every time the subsequent service of liquor is made.

When making visual contact, employees will make eye contact with the patron, paying special attention to the facial characteristics, as well as noting clothing, behavior and young acquaintances that might indicate that the purchaser is underage. The employee should make note of bloodshot or drooping eyes, disheveled clothing and any other signs that might indicate that the patron is visibly intoxicated or there is a likelihood they will become intoxicated with the purchase of alcohol and should not be served.

When making verbal contact, ask the patron a question that would invoke a response such as, 'How are you?', 'May I answer any questions you might have about the menu?', 'May I interest you in an appetizer?' or any small talk about sporting events, weather, local entertainment, etc. Note any odor of liquor on the patron's breath and any signs of slurred speech.

3. When an employee is carding an individual they will always observe the patron retrieving their ID from the wallet and noting fine motor skills.
4. A manager or their designee will make regular rounds, interacting with patrons assessing sobriety and when appropriate, re-check identification of youthful patrons possessing or consuming alcohol.

Carding Practices

1. Iowa Law requires a licensee or licensee's employee or agent may not sell, furnish, give or deliver liquor to a person under 21 years of age unless the licensee or licensee's employee or agent verifies that the person is not a minor by means of reliable photographic identification containing that person's date of birth (123.49 (2)(h)).
2. Security/wait staff must ask for reliable identification from anyone under 21 years of age every time they enter the establishment to purchase alcohol.
3. Our policy is to card anyone that orders liquor, beer or wine and appears to be under the age of 35 in order to comply with Iowa law.
4. The Security/wait staff will ask for current, reliable and verifiable pictured identification containing the patron's date of birth. (Recommended forms of ID are state drivers' license, state non-drivers identification card or a passport issued by a state or federal government agency).

All out of state driver's licenses or identification cards will be verified with the drivers license guide.

If the patron appears to be under 21 years of age, the employee will ask for secondary form of identification, such as military ID, passport, credit/debit card etc.

5. The security/wait staff will request that the patron remove their ID from their wallet and take physical control of the identification, checking the back and front for signs of forgery such as:

Poor photo quality, blurred imagery, or digitized lettering.

Disclaimers like 'non-government ID' or 'non transferable ID card'

Statements of authenticity such as 'Genuine', 'Authentic', 'Secure', etc. (If it has to tell you that it's 'Genuine', it's not.

Unusual thickness or unevenly cut edges or corners and bumpy surfaces indicate the card has been hand cut or the picture has been replaced.

Holograms In the background, verify authenticity with holograms check to make sure that all are unaltered. Also if there is a hologram of a 'Key' in the background it is not valid.

6. The security/wait staff will verify that the information and picture on the identification match the person presenting it, paying special attention to the date of birth in order to confirm that the individual is old enough to purchase and that the DOB has not been altered (are the numbers the same size, color, evenly spaced and level with one another?).
7. Business policy that an employee will not accept an expired identification card.
8. The safe and responsible service of alcohol is the responsibility of all wait staff; when receiving an order for liquor, wine or beer all staff should re-card any patron that appears to be underage and not assume that security or another wait staff has carded the individual.
9. In the event any patron fails to show proper identification or if there is doubt by the security/wait staff of the validity of an ID, the sale will be refused. All refusals for failure to meet the requirements of the identification policy are final. Please note that restaurants will refuse alcohol service and any on-premise licensees that do not serve food will require the patron to leave.

10. When a patron displays an identification card that is obviously false, the security/wait staff will refuse entrance/sale of liquor, beer or wine and report it to a manager who will explain to the patron that they are going to retain the identification for the purpose of verifying their age.

A premise representative will call the police and surrender the identification to the authorities for that purpose. Please note, licensee must advise individual why the ID is being retained. (Iowa Code Section 123.48)

Visibly Intoxicated Individuals

1. All staff will continuously appraise the sobriety of patrons within the premises, repeating the process of verbal and visual contact when a patron orders another drink or when serving subsequent drinks.

2. No licensee shall sell, dispense, or give an intoxicated person or any one simulating intoxication any liquor wine or beer (Iowa Code Sec. 123.49 (1))

When a wait staff discovers a visibly intoxicated individual in the premise, they will notify the manager/security staff/person in charge immediately & attempt to explain to the patron that they can no longer allow the individual to possess or consume alcohol.

3. Once a visibly intoxicated person has been identified and alcohol removed, the manager/wait staff will express concern to the patron about driving and offer alternative transportation. If the patron insists on driving, the manager/wait staff will notify police immediately, giving them a description of the visibly intoxicated individual, their vehicle and direction of travel.

4. In the event alternative transportation for a visibly intoxicated person cannot be arranged, wait staff will accompany them to a secure area of the establishment where the patron cannot take possession or control of any alcoholic beverages. They will be offered food, non-alcoholic beverages and afforded time to sober up. The visibly intoxicated individual will be monitored at all times.

5. If a visibly intoxicated person becomes argumentative, assaultive, disorderly, or in any way threatens the safety or well being of the patrons, staff or the community, the manager will immediately call the police.

6. All incidents involving intoxicated patrons will be written down in a premise log, noting the date, time, names of employees involved and brief statement of facts regarding the incident. It will be the responsibility of the manager or supervising security/wait staff to log these incidents.

7. All sale refusals due to a patron's visible intoxication are final with the exception of a patron advising the security/wait staff that their appearance is due to a disability as defined under the Americans with Disability Act (ADA) (for compliance, refer to your attorney or human resources officer).

Other Considerations

1. Employees will always be professional, friendly and polite with all patrons when complying with Iowa Law or policy, explaining that when service is declined, it is because of Iowa Law and premise policy.

2. All employees will report for work sober and will not have consumed any alcoholic beverage prior to arrive, or consume any alcohol while on duty.

3. All questionable incidents involving patrons will be written down in a premise log, noting the date, time, names of employees involved and brief statement of facts regarding the incident. It will be the responsibility of the manager or supervising security/wait staff to log these incidents.

4. Any staff whose responsibilities include the sale, handling or marketing of alcoholic beverages will attend a seller/server training as soon as possible upon employment.
5. A licensee for the sale of liquor, wine or beer to be consumed on licensed premises may not employ a person under 18 years of age in the serving or selling of liquor, wine or beer on the premises where liquor, wine or beer is sold. (Iowa Code Sec 123.47(2))
6. The service and consumption of liquor must be limited to areas that are clearly defined and approved in the application process by the bureau as appropriate for the consumption of liquor. Outside areas must be a discernible area adjacent to the licensed premises. (Iowa Code Sec 123.3(20) 185 Iowa Alcohol Control Act 4.4 & 185 IAC 4.13).
7. All staff should use due diligence in watching for patrons or activities that are not consistent with this policy or Iowa Law and should report a breach of either to management immediately.
8. I have read and understand the above policy. I hereby agree to the terms outlined above. I understand that there could be consequences for violating this policy.

_____ / _____
Signature of Employee / Date

_____ / _____
Signature of Supervisor / Date

This policy was created on 10/24/2011

Merchant Alcohol Training for Employees

Orientation DVD – Checking ID’s – Easy as 1-2-3

All new employees should watch the DVD provided by the Van Buren SAFE Coalition before beginning employment. It could be included as part of the hiring process along with other necessary steps such as filling out W-4’s and employment applications. The DVD provides a very basic overview of the bare minimum requirements that Iowa law requires in alcohol related transactions.

Merchant Alcohol Training Program

The Van Buren SAFE Coalition currently hosts a training program designed to educate employees about the Iowa laws addressing alcohol sales in licensed establishments as well as to provide more in depth information about how to check id’s, how to refuse a sale, how to spot a fake id, and tips on how to tell if a customer appears to be intoxicated and should therefore be refused for alcohol sales. The training is held bi-monthly and is currently free of charge to all businesses in Van Buren County. The training can also be scheduled for an individual business at a time that is convenient for the retailer. The SAFE Coalition has partnered with the Van Buren County Sheriff’s Department to provide a bonus incentive for businesses that send their employees to the training program if a compliance check violation were to occur at the business. To set up a training or get additional information contact the SAFE Coalition at 319-293-6412.

I-PACT – Online Training provided by Iowa Alcoholic Beverages Division

Inside ABD, employees have created an alcohol compliance training program, mandatory with the passage of Senate File 240. The online alcohol training program has been named the *Iowa Program for Alcohol Compliance Training* (I-PACT). This program allows employees and prospective employees to go through alcohol compliance training and receive a certificate upon completion.

The program asks that a PACT is made for:

- Iowa kids not to consume alcohol products.
- Iowa retailers not to sell alcohol to minors.
- Iowa licensees not to serve alcohol to patrons under 21.
- Iowa’s law enforcement to enforce Iowa’s liquor laws.

Additional Information and Resources

Van Buren SAFE Coalition

405 4th Street, Keosauqua, IA 52565

319-293-6412

www.vbsafecoalition.com

Iowa Alcohol Beverage Division

1918 SE Hulsizer Road, Ankeny, IA 50021

Toll Free 866.IowaABD (866.469.2223)

www.iowaabd.com

Responsible Retailing Forum

781-647-0858

www.rrforum.org

Federal Trade Commission

National Campaign to Prevent Underage Drinking

877-382-4357

www.dontserveteens.gov

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Is Theft of Alcohol a Problem for your Business?

Theft of any kind is a concern for business owners and managers. However, for a business that sells alcohol, theft has broader reaching consequences. In a recent survey, several youth in Van Buren County report that in the past year they have taken alcohol from a store. Was it your store?

When the youth in our community steal alcohol it hurts everyone. Are you doing everything you can to protect yourself from the implications of theft of alcohol? Here are some tips to consider.

If you have any questions or would like to discuss resources the Van Buren SAFE Coalition has available, contact the coalition at 319-293-6412.

Location, Location, Location

- Alcoholic products should be contained to a location that is visible to employees at all times.
- Place alcohol so that customers must walk past the cash register to leave. (If it's by a secondary door it's easy for someone to walk out without paying for it.)

Security Cameras

- Make sure that cameras are in use and located so that anyone stealing alcohol could be caught.
- Many youth steal alcohol when their friends are working. Cameras can empower your younger employees to not "turn a blind eye" when their friends or acquaintances steal alcohol.
- The Van Buren SAFE Coalition has cameras available for your business to use if there is a need for additional surveillance.

Other Considerations

- **Lighting**—Make sure alcohol products are located in a well lit area of your establishment.
- **Dumpsters**—Think about the location of your dumpsters. Also consider the lighting around them and using cameras to monitor them if you suspect employee theft of alcohol. (It's a common trick to put it in a garbage bag and leave it by the dumpster for a friend to pick up.)
- **Inventory**—Use a tracking system and frequently do an inventory count to make sure that your alcoholic products are all accounted for.

The Sale of Alcohol to Anyone Under 21 Years of Age is Against the Law.



ID Basics

- Politely ask for the ID.
- Have customer take ID out of wallet.
- Verify that customer is over age 21.
- Is it current? Don't accept expired IDs.
- Look at the photo. Make sure photo matches the person in front of you.
- Check back of card.
- Is it intact? A split or damaged ID is NOT valid.
- When in doubt ask for 2nd ID.

Remember

- You are not required to sell alcohol to anyone.
- You have the right to refuse a sale.
- **You may be convicted, fined, and disciplined if you sell to anyone under age 21. In Iowa the fine for selling to a minor is \$500, plus surcharge and court costs, totaling over**

Need to Refuse a Sale?

Remember these key words!

“I’m sorry! It is against the law to sell alcohol to anyone under age 21.”

Be polite and stay calm

- Refer to the sign stating Iowa law.
- Remove the product from the counter.
- If the customer insists or becomes argumentative, call your supervisor.

Things you can say when refusing a sale

- I’m sorry. It is against the law.
- I’m sorry. I can’t sell alcohol to you without a photo ID.
- I’m sorry. It’s our store policy to check ID’s.
- I’m sorry. Is there anything else I can get you?

If you run into trouble

- If the customer takes the product, leaves money and runs away, **DO NOT RING UP THE SALE.** Treat it as a theft and report the incident.
- If a criminal act occurs, do not try to step in. Your job is to obey the law—not enforce it!

Provided by



Van Buren County SAFE Coalition

405 4th Street, Keosauqua, IA 52565 - 319-293-6412

As a responsible retailer, you have a lot at stake! States are constantly changing the design of their ID cards. Consequently, it gets increasingly harder to find the date of birth on the front of a license and customers are waiting longer for clerks to do an accurate job of carding. When clerks get rushed, an error is almost sure to happen. Don't put your business at risk anymore!

Take the work and worry out of carding! The [AGE VERIFIER](#) makes it a breeze to card customers that are local or out of state. Your clerks just scan an ID and the AGE VERIFIER will display the card holder's correct DOB and age. It is that easy! Why take a risk of paying penalties and losing sales?

[AGE VERIFIER Features:](#)

- ◆ Portable, handheld or counter top card reader
- ◆ Magnetic and Bar Code reader on the same unit
- ◆ A back lighted display screen that shows the age and DOB
- ◆ Alerts clerk to a fake ID or ones that have been tampered with
- ◆ Battery & 5 volt AC adapter provided (also used to recharge internal battery)
- ◆ Data Storage capabilities (*used where permitted by law*)
- ◆ Proof of Compliance reports easily downloaded into your PC
- ◆ Banned Files
- ◆ Reads all states ID's (exception GA)



\$700

Discounts
or payment
options
available

Plus

- Green LED illuminated if card holder is 21 or older
- Yellow LED illuminated if card holder is 18-20 years
- Red LED illuminated if the card holder is 17 or younger

Don't wait until it's too late! Make an investment in protecting your business today!

Call us at 1-877-722-6784!

The SAFE Coalition also has an Age Verifier that can be reserved and used for special events by your business. Contact the coalition for more information at 319-293-6412 or info@vbsafecoalition.com.

INCIDENT REPORT

Date of Incident: _____ Time of Incident: _____

Location of Incident: _____

Name of each employee of the licensee involved in or witnessing the incident:

Name of approved manager who was on duty when the incident took place:

Incident Details:

Juvenile No ID

Juvenile Fake ID

Intoxication

Patron(s) injured

Patron(s) removed

Patron(s) asked to leave

Patron(s) barred

Staff injured

Lewd/incident conduct

Noise complaints

Residential complaints

Other: _____

Explanation of the incident:

What action has been taken?

Was any authority notified?

Police Department

Emergency Services

Other: _____

I declare that all details are true and correct and no relevant information is omitted.

Signature of person reporting incident

Date

Signature of Licensee/Approved Manager

Date

