

Card ME Off-Premise Licensee Checklist

Dear Maine Liquor Licensee,

This tool was designed to provide you with a way to assess your store's responsible alcohol retailing system and to identify areas for improvement. The first two pages of the tool contain a checklist where you can inventory which specific responsible retailing best practices are already being consistently implemented and which are not. The second part of the tool provides an opportunity for you to identify some best practices you plan to adopt in order to improve your responsible retailing system and reduce your store's risk for illegal alcohol sales.

Instructions

1. Complete the "Today" column of the chart (on pages 1 & 2 of the self-assessment). Some of the questions are yes or no and some ask you to rate the practice on a scale of 1-5. You should check the "N" or "1" if your store is not implementing that practice consistently or at all.
2. On Page 3 of the tool, use the blank space to list any policies or practices you plan to integrate into your store's responsible retailing system.
3. Refer to the Card ME "Guide for Stores Selling Alcohol" to learn details about the policies and best practices which could improve your store's responsible retailing system and lower your risk. Review the items in the Card ME Retailer's Tool Kit and identify which you plan to use. Ask your coalition representative to order the necessary materials.
4. Over the next several months take action to improve your store's responsible retailing system.
5. Six months after you completed the Card ME Off-Premise Licensee Checklist, complete the "In 6 Months" column of the chart on pages 1 and 2 of the tool. Assess where your store has made improvements and identify areas needing further improvement.
6. Continue re-assessing your store every six months even after you have implemented all the recommended best practices.



Office of Substance Abuse
Department of Health and Human Services

Card ME Off-Premise Licensee Checklist of Current Responsible Retailing Practices

Store name:

Person completing the checklist: (1st time) _____ (2nd time- if different from first) _____

Section I. Management Practices	1st time		2nd time	
Check Y if you have the items below, check N if you do not	Date		Date	
	Y	N	Y	N
A copy of state and local liquor laws is easily found in the store				
A written store policy about the sale of alcohol in the store				
Signs are posted in clear view that say:				
your store will not sell or provide alcohol to people under the age of 21				
anyone who appears younger than 27 will be asked for an ID				
shoplifters will be prosecuted				
no loitering outside your store				
Clerks have a reasonably clear view of the outside of the store				
Alcohol placements can be easily monitored by employees? <i>*Secure approval from Liquor Licensing before changing placement</i>				
Rate how consistently the following occur in your establishment on a scale of 1-5:	1st time		2nd time	
1 = Never 4 = Almost always	Date		Date	
2 = Sometimes 5 = Always				
3 = Often U= Unsure/Unknown				
When setting up in-store promotions, do you consider the age of the people who might be most influenced by the displays? (E.g. do the displays use inflatable products that might be viewed as toys or does the display use things that appeal to people under the age of 21?)				
Do employees record sale of alcohol refusals in a log or other formal system?				
Does management consistently tell employees that they appreciate and support efforts to obey laws and policies related to alcohol sales?				

Section II. Hiring Practices		1st time	2nd time
Rate how consistently the following occur in your establishment using the scale below: 1 = Never 4 = Almost always 2 = Sometimes 5 = Always 3 = Often U= Unsure/Unknown		Date	Date
<i>Before</i> hiring a new employee does management do the following with applicants:			
Review state and local liquor laws and store policies regarding alcohol sales?			
Talk about the importance of following laws related to not selling alcohol to people under the age of 21?			
Talk about the consequences under state/local laws for clerks who sell alcohol to minors, including the store policy about continued employment?			
Ask them if they have ever been cited for selling or supplying alcohol to anyone under the age of 21?			
Ask them to read and sign your store's policy on alcohol sales to underage people?			

Section III. Training Practices		1st time	2nd time
Rate how consistently the following occur in your establishment using the scale below: 1 = Never 4 = Almost always 2 = Sometimes 5 = Always 3 = Often U= Unsure/Unknown		Date	Date
<i>Before</i> the new employee begins work, does management ask new hires if they understand state and local liquor laws and the store's policy regarding alcohol sales to minors and review if necessary?			
Does new employee training include demonstration and practice of the following items:			
How to ask for ID			
How to calculate age			
How to identify a false ID			
When and how to ask for a second ID			
Steps that must be taken when retaining an ID			
Reasons to refuse a sale (including visibly intoxicated persons)			
How to refuse a sale			
How to resist customer pressure and handling abusive conduct			
How to identify a third party sale			
How to monitor the store's surroundings			

Review your answers and for each of the sections and list some practices your store will put in place to strengthen its responsible beverage service practices.

Before completing this section, you may find it helpful to read the Card ME "Guide for Stores Selling Alcohol" which provides more information and best practices related to responsible alcohol retailing.

Section I. Managing Practices

Section II. Hiring Practices

Section III. Training Practices