

Card ME On-Premise Licensee Checklist

Dear Maine Liquor Licensee,

This tool was designed to provide you with a way to assess your establishment's responsible alcohol sales and service practices and to identify areas for improvement. The first two pages of the tool contain a checklist where you can inventory which specific responsible beverage service 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 alcohol beverage service and to reduce your establishment's risk for illegal alcohol sales or service.

Instructions

1. Complete the "Today" column of the chart (on pages 1 & 2 of the checklist). 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 establishment 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 establishment's responsible beverage service system.
3. Refer to the Card ME "Guide for Bars & Restaurants Serving Alcohol" to learn details about the policies and best practices which could improve your establishment's responsible beverage service system and lower your risk. Review the items in the Card ME'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 establishment's use of best practices in its responsible beverage service system.
5. Six months after you completed the Card ME On-Premise Licensee Checklist, complete the "In 6 Months" column of the chart on pages 1 and 2 of the tool. Assess where your business has made improvements and identify areas needing further improvement.
6. Continue re-assessing your establishment every six months even after you have implemented all the recommended best practices.

Card ME On-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 Check Y if you have the items below, check N if you do not	1st time		2nd time	
	Date		Date	
	Y	N	Y	N
A copy of state and local liquor laws is easily found in the establishment				
A written business policy about the sale of alcohol in the establishment				
Signs are posted in clear view that say:				
your establishment will not serve alcohol to people under the age of 21 or allow underage consumption on your premises				
anyone who appears younger than 27 will be asked for an ID				
visibly intoxicated patrons will not be served or allowed to remain on premise				
no loitering outside your establishment				
beverages are prohibited from the restrooms				
Employees have a reasonably clear view of all portions of your establishment where alcohol is consumed				
Employees have a reasonably clear view of the outside of the establishment				
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 promotions, do you consider the age of the people who might be most influenced or attracted to them? (For example: Do promotional events, displays or items use activities, graphics or items that appeal to people under the age of 21- such as child-like games, graphics, or toys?)				
Do employees record refusals to serve alcohol 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 business policies regarding alcohol sales/service?		
Talk about the importance of following laws related to not serving alcohol to people under the age of 21?		
Talk about the consequences for clerks who serve alcohol to minors or allow minors to consume on premise? (Including how law or business policy violations could affect continued employment)		
Ask them if they have ever been cited for selling, serving, or supplying alcohol to anyone under the age of 21?		
Ask them to read and sign your business' policy on alcohol service to underage and/or visibly intoxicated persons?		
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 establishment's policy regarding alcohol service 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 from an ID		
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 alcohol service (including to underage and visibly intoxicated persons)		
How to refuse service		
How to resist customer pressure and handling abusive conduct		
How to identify a third party alcohol service (when patrons are illegally providing alcohol to other patrons)		
How to monitor the establishment and surroundings for illegal consumption		

Review your answers and for each of the sections and list some practices your establishment 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 Bars & Restaurants Serving Alcohol" which provides more information and best practices related to responsible alcohol service.

Section I. Managing Practices

Section II. Hiring Practices

Section III. Training Practices