

Preventing Underage Alcohol Sales



You may not sell, furnish, give or deliver liquor or imitation liquor to a person under 27 years of age unless you verify the person is 21 or over by means of reliable photographic identification containing that person's date of birth.



Tips for Identifying Minors

- ◆ Check their face- does it match what one would expect for someone over 27? If not, ID and/or refuse sale.
- ◆ Are they wearing trendy clothing?
- ◆ Assess acquaintances – Did they accompany the person inside or stay outside? Do they appear to be over 27 years of age? If not, ID and/or refuse.
- ◆ How do they react when asked for a reliable photographic identification containing their date of birth?
- ◆ Trust your instincts.



'No Proof No Sale' Policy

- ◆ **Be Cautious** – it is very hard to tell a young person's age, so be sure to check IDs even for those who look older than 21. State law requires carding anyone who appears to be 27 years of age or younger.
- ◆ **Be Consistent** – always check IDs, even if you think you've served the customer before or you are pretty certain they are of the right age.
- ◆ **Be Clear** – use signage to inform customers that they will be asked for ID.
- ◆ **Be Courteous** – if you refuse a sale, let the customer know you are simply following policy and that you would be happy to complete the sale when they have a valid ID.
- ◆ **Be Conscientious** – in certain circumstances it may be useful to ensure that you and your staff record all refusals including date, time, appearance of the customer, items refused and staff name for every refusal.
- ◆ **Be Careful** – there is evidence that retail staff can often fail to challenge underage purchasers if they feel afraid of the consequences, abuse and violence. Make sure you and your staff feel safe and confident to challenge attempts to buy.

Fake Identification



If you are in doubt about the validity of an ID, remember that you are perfectly within your rights to refuse the sale.



'Acceptable Forms of Identification' Policy

ONLY ACCEPT THE FOLLOWING AS CREDIBLE PHOTO PROOF OF AGE:

- ◆ State photo driving license
- ◆ State non-driver identification card
- ◆ A passport (if you and your staff feel you could spot fraudulent versions)

DO NOT ACCEPT THE FOLLOWING AS PROOF OF AGE:*

- ◆ College or school ID – even if it contains their date of birth
- ◆ An identification NOT issued by a state or federal government agency
- ◆ Birth certificates or social security cards

* *These are easy to alter or duplicate!*



Tips for determining validity of an ID

Always take physical control of the ID and request that it be taken out of wallets or covers so that you can:

- ◆ Check the back; look for poor photocopy quality (blurred imagery) or digitized lettering. Also, look for wording that indicates it is not issued by a branch of government, a disclaimer, or statement of authenticity.
- ◆ Check for thickness, unevenly cut corners and bumpy surfaces indicating a picture has been replaced or the card has been hand cut.
- ◆ Check for color bleed on security features and font on the front of the ID card- all images should be crisp and clear.
- ◆ Check the picture and physical information to see that it matches the person attempting to gain entrance or be served.
- ◆ Pay special attention to the date of birth and confirm the individual is old enough and that it has not been altered (are the numbers the same size and color? Are the numbers evenly spaced and level with each other?)
- ◆ Make sure the identification has not expired.
- ◆ Use an ID Checking Guide if available.