

Best Practices Checklist For Alcohol Retailers

Things to consider when developing your store policy

- Require that identification (ID) is requested and checked for all customers appearing to be **younger than 40**
- Accept only** government-issued, valid, photo ID: Driver's License, State ID Card, Passport, Military ID or Immigration Card
- Require that each ID be physically handed to the clerk to check for alteration or signs of false ID
- Require trained, designated staff (of proper legal age) handle sales of age-restricted products
- Provide written protocol for staff to follow when refusing out-of-state, non-government issued or questionable ID's
- Keep a store log of underage purchase attempts and actions taken by the clerk to refuse the sale; discuss log events at staff meetings
- Determine if local law enforcement will be contacted when an under-age teen tries to purchase age-restricted products

Employee training components

- Train all employees on procedures for the sale of age-restricted products and the consequences of violations for the clerk, store, customer and community; train employees upon hire and every six months thereafter
- Provide date of birth (DOB) signs; train the clerk and test their ability to calculate age
- Provide education on how to read vertical licenses
- Provide written consequences for sales of age-restricted products to a minor
- Train employees on refusal skills; use real situations to help clerks practice refusal skills
- Ensure employees are aware of the alcohol laws and potential legal ramifications and costs for selling to minors

Support tools

- Post signs upon entry that explain your store policy
- Post the **required** State of Michigan legal signage
- Use age verification materials/devices at checkout: calendars, DOB signs, register prompts and electronic age verification machines
- Conduct "Secret Shopper" programs that recognize and reward employees for following written store procedures

Monitoring compliance

- Observe clerks handling ID checks and review your observations with the clerk to assure consistency with store procedures
- Include compliance observations in performance reviews
- Identify who in your business is to receive notices related to sales and licensing of age-restricted products

Other items to consider

- Limit alcohol promotions to the product display area
- Report all suspected sales to a minor to your local law enforcement