



GROCERY INDUSTRY

# ALCOHOL SALES



## Selling Alcohol Safely

Alcohol sales are big business. They can also be a big risk. To avoid fines, license suspension and other penalties, grocery stores need to train their teams how to sell alcohol safely.

### Carding Best Practices

- It can be hard to guess a person's age based on their appearance. Implement a policy to card people who appear to be under 35 (or whatever state or local law requires) or to card everyone.
- Clerks who miscalculate a person's age may inadvertently sell alcohol to minors. Have the birthday cutoff on display near the checkout registers.
- Train clerks on how to spot fake IDs. According to [We Card](#), if the back is blank or the front has bumps, it's probably fake. Make sure the photo matches, look for signs of alternation, and don't accept expired IDs.
- Post your carding policy. Customers who are old enough to buy alcohol may be less annoyed when they're carded if they see that it's your store's policy.

### Worker Training

- Raise awareness. Make sure your workers know they could personally face criminal charges if they serve to minors or intoxicated individuals.
- Provide hands-on training. Don't just tell your workers what the rules are. Show them how to check IDs and role play scenarios so they know what to do.
- Test and monitor. Make sure your employees are implementing your store's policies.

### Variations in State Laws

- In some states, minors are not allowed to sell alcohol, or a manager's supervision may be required. Train your young workers on what to do.
- Some states restrict alcohol sales at certain times, such as on holidays. Have an easy way to block off alcohol, for example, by using barriers to prevent access to aisles with alcohol.

### Store Security

- Use security cameras to deter shoplifting.
- Monitor the parking lot and do not allow people to consume alcohol there.

### Limiting Alcohol Sales

- Do not sell alcohol to anyone who appears intoxicated.
- Train workers on what to do when customers are intoxicated or unruly.

### Alcohol Delivery

- Check the customer's ID before completing a delivery.
- Do not deliver alcohol to a person who appears intoxicated.

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**CONTACT US TODAY!**



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