

WELCOME

Welcome to the Virginia Department of Alcoholic Beverage Control's (ABC) Prevent Underage Sales Training Packet. With the help of this training, together we can prevent underage sales of alcohol. This video and packet were partially funded through a federal grant from the Office of Juvenile Justice and Delinquency Prevention.

WHO CAN BENEFIT FROM THIS TRAINING:

We recommend this training for any and all of the sellers/servers and managers in establishments such as the following:

- Restaurants
- Hotels
- Convenience stores
- Grocery stores
- Specialty wine shops
- ABC stores

WHAT MATERIALS ARE INCLUDED:

- Suggested implementation of the training
- "Responsible Alcohol Sales for Virginia Licensees" training video
- Video pre-test and post-test
- Test answer sheet
- Seller/server first-offense penalties
- "Quick! Do the Math! ... Are They Legal?" test
- Manager responsibilities, including policies and procedures to prevent underage alcohol purchases
- Resources available for licensed establishments



HOW TO IMPLEMENT THE PROGRAM:

The following is a brief method to implement the training. A detailed model can be found on the "Suggested Implementation" page. Have each employee::

- take the pre-test to assess prior knowledge and any misconceptions they may have.
- watch the 20-minute "Responsible Alcohol Sales for Virginia Licensees" training video.
- take the post-test to assess newly gained knowledge.
- check the answers with the test answer sheet, provided in the packet.

If at any time you have questions regarding the training, please contact ABC's Education Section at (804) 213-4571 or an ABC special agent at one of the regional offices listed on the resources page.

This manual includes the necessary tools and information to help run and maintain an establishment in compliance with Virginia's alcohol laws. We encourage you to use these materials as a training tool for all employees.

Visit www.abc.virginia.gov or e-mail us at education@abc.virginia.gov for more information.

PREVENT UNDERAGE SALES

SUGGESTED IMPLEMENTATION

The following is a suggested schedule for the Prevent Underage Sales Training Packet, which will yield a more knowledgeable staff and ensure a properly managed and compliant establishment. Please keep in mind this is only a guide.

- Talk to each employee about the importance of this training and about what they can expect to get out of it.
- Have each employee take the pre-test to assess prior knowledge, misconceptions, etc. they may have before the training.
- Watch the 20-minute “Responsible Alcohol Sales for Virginia Licensees” training video.
- After watching the video, have each employee take the post-test to assess newly gained knowledge.
- Check the answers with the answer sheet provided in the training packet.
- Discuss any missed answers, review the correct answers and answer employee questions.
- Supply employees with the copies of the answer sheet.
- Administer the post-test again (six weeks after the training) to determine what areas might need to be reviewed.
- Randomly administer the “Quick! Do the Math! ... Are They Legal?” tests throughout the year to refresh employees on how to properly check IDs. Administering the test again will remind sellers/servers to stay compliant with the laws.
- Order materials listed from the resources page. Many of these are available at no charge and will help your establishment take a stand against underage sales.
- Post your establishment’s policy in a conspicuous place with each seller’s/server’s signature on it, demonstrating that he/she understands and upholds the laws of Virginia and rules of the establishment.
- Please contact ABC’s Education Section at (804) 213-4571 or at education@abc.virginia.gov or call your local ABC special agent if you have any questions regarding the video.

Note: Copies of all sheets can be downloaded as PDF files from ABC’s Web site (www.abc.virginia.gov).



PREVENT UNDERAGE SALES

VIDEO PRE-TEST & POST-TEST

Note: Use this original to make multiple copies for testing purposes.

CHECK ONE: PRE-TEST POST-TEST

NAME: _____

DATE: _____

- I have an important role in the sale of alcohol.**
 - True
 - False
- As a seller of alcohol, which of the following is most important?**
 - Rights
 - Responsibilities
 - Neither A nor B
 - A and B are equally important.
- Which of the following explains why the sale of alcohol to minors is an important societal issue?**
 - Alcohol-related crashes are the top cause of death for teens and young adults.
 - Youth are involved in many alcohol-related crimes such as date rape, property destruction, and assault.
 - More than half of all campus incidents are directly related to alcohol use by college students under 21.
 - All of the above
- Which is not a step to take when checking identification for the purchase of alcohol?**
 - Check the expiration date.
 - Verify the ID with your supervisor for anyone who has turned 21 this year.
 - Feel the ID surface to check for tampering.
 - Do the math to determine customer's age.
 - Compare the photo with the customer.
- A recommended practice is to always check ID for anyone who looks under 30.**
 - True
 - False
- According to the video, what type of identification is acceptable to purchase alcohol products?**
 - State driver's license
 - U.S. passport
 - U.S. government ID
 - U.S. military ID
 - All of the above
- If someone is born December 10, 2000 and today's date is October 1, 2021, would he/she be old enough to purchase alcohol products?**
 - Yes
 - No
- Which of the following are symptoms of intoxication?**
 - Loud and slurred speech
 - Lack of coordination
 - Smell of alcohol on him/her
 - Swaying when walking
 - All of the above
- Alcohol can be sold from _____ for on-premise consumption and _____ for off-premise consumption in most parts of Virginia.**
 - 6:00 a.m.–midnight; 6:00 a.m.–2:00 a.m.
 - 6:00 a.m.–2:00 a.m.; 6:00 a.m.–midnight
 - Noon–2:00 a.m.; 8:00 a.m.–midnight
 - 6:00 a.m.–2:00 a.m.; 6:00 a.m.–2:00 a.m.
 - 6:00 a.m.–midnight; 6:00 a.m.–midnight
- Under Virginia state law, who is penalized if an illegal sale of alcohol products is made to a minor?**
 - The supervisor
 - The clerk
 - The licensee
 - All of the above
 - B and C only
- According to Virginia state law, you must document alcohol-related sale refusals.**
 - True
 - False
- Which of the following is not a Virginia state law regarding the sale of alcohol?**
 - Cannot sell alcohol to anyone who you know will be driving.
 - Cannot sell alcohol to anyone under 21.
 - Cannot sell alcohol to an intoxicated individual.
 - Cannot knowingly allow someone over 21 to purchase alcohol for a minor.
 - None of the above

PREVENT UNDERAGE SALES

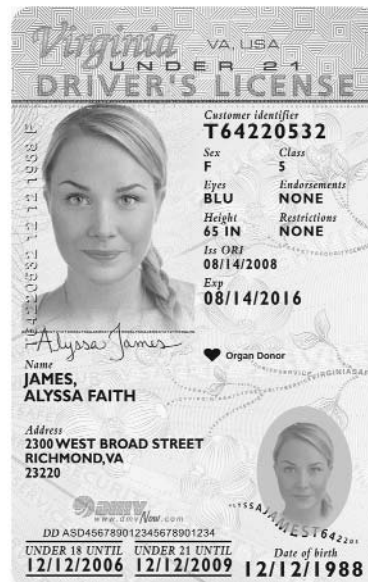
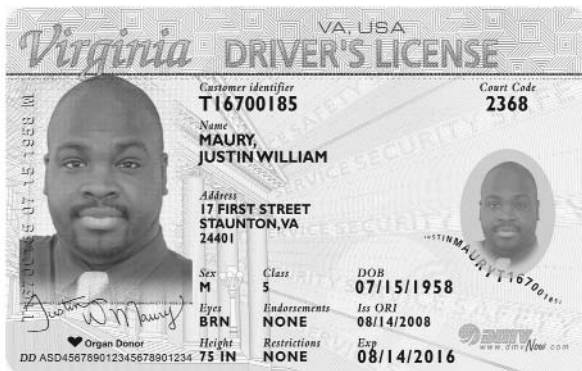
VIDEO PRE-TEST & POST-TEST (continued)

Note: Use this original to make multiple copies for testing purposes.

NAME: _____

DATE: _____

13. Consequences for a clerk for the sale of alcohol to minors can include:
 - A. Up to \$100 and/or up to 24 hours in jail.
 - B. Up to \$500 and/or up to one month in jail.
 - C. Up to \$1,000 and/or up to six months in jail.
 - D. Up to \$ 2,500 and/or up to 12 months in jail.
 - E. None of the above
14. You do not have to give an explanation to a customer when refusing the sale of alcohol.
 - A. True
 - B. False
15. Which is not a responsibility as a seller of alcohol?
 - A. Following state alcohol laws
 - B. Becoming an expert ID checker
 - C. Listening to customer's complaints about refusals of alcohol sales
 - D. Knowing and following your company's alcohol policies
 - E. Always being courteous to customers
16. According to the video, what are some precautions you need to be aware of when checking a customer's ID?
 - A. Having large groups distract you
 - B. The customer saying they forgot their ID
 - C. The customer trying to sound older
 - D. The customer rushing you
 - E. All of the above
17. It is acceptable to have another employee vouch for a customer's age if you are certain that the employee knows the customer.
 - A. True
 - B. False
18. If you fail to ID a customer and they are underage, it is considered a willful attempt to ignore the law.
 - A. True
 - B. False
19. Virginia state law requires that you check the ID of anyone purchasing alcohol.
 - A. True
 - B. False
20. Penalties for a licensee for violation to Virginia's minimum-age alcohol laws can include:
 - A. Jail time
 - B. Monetary sanctions
 - C. Revocation of ABC license
 - D. A and B only
 - E. B and C only



PREVENT UNDERAGE SALES

TEST ANSWER SHEET

Note: Use this original to make multiple copies for distribution purposes.

1. I have an important role in the sale of alcohol.

A. True

Servers/sellers have an important role as the primary contact with the customer who wants to purchase or consume alcohol. It is important for servers/sellers to understand Virginia ABC laws and to provide a high quality of customer service.

2. As a seller of alcohol, which of the following is most important?

D. A (rights) and B (responsibilities) are equally important

Servers/sellers of alcohol have certain rights and responsibilities to uphold when selling alcohol. Servers/sellers have the right to perform a thorough ID check and to deny sales to underage or intoxicated customers. They also have the right to document difficult situations and expect support from their supervisors. They are responsible for knowing the state laws that apply to alcohol possession and consumption.

3. Which of the following explains why the sale of alcohol to minors is an important societal issue?

D. All of the above

Numerous studies show that underage drinking [increases the chance of vehicle crashes, alcohol-related crimes and incidents on college and university campuses]. By reducing underage drinking, the number of alcohol-related incidents decreases.

4. Which is not a step to take when checking identification for the purchase of alcohol?

B. Verify the ID with your supervisor for anyone who has turned 21 this year.

It is not necessary for servers/sellers to verify a valid ID with a supervisor for anyone who has turned 21 this year. It is a good practice to check the expiration date, feel the ID surface to check for tampering and compare the ID photo with the customer. Also make sure to calculate the person's age to verify they are 21.

5. A recommended practice is to always check ID for anyone who looks under 30.

A. True

It is sometimes hard to tell a person's age. Be on the safe side. If you think the customer is 30 or below, go ahead and ask for their current and valid ID. This helps to safeguard against possible problems.

6. According to the video, what type of identification is acceptable to purchase alcohol products?

E. All of the above

A valid and current state driver's license [U.S. passport, U.S. government ID and U.S. military ID] are the only types of identification acceptable to purchase alcohol products. Credit cards, library cards and other forms of identification are not considered acceptable proof of age to purchase or consume alcohol.

7. If someone is born December 10, 2000 and today's date is October 1, 2021, would he/she be old enough to purchase alcohol products?

B. No

The difference between 2021 and 2000 is 21. Although the difference is 21 and he/she was born in December, the customer is still not old enough to purchase or consume alcohol because today's date is October 1. Make sure to check the year, date and photograph when looking at identification.

8. Which of the following are symptoms of intoxication?

E. All of the above

A customer may be intoxicated if he or she exhibits [loud and slurred speech, lacks coordination, sways when walking or smells of alcohol]. You have the right not to sell or serve the customer alcohol. Buying alcohol in Virginia is a privilege, not a right.

9. Alcohol can be sold from _____ for on-premise consumption and _____ for off-premise consumption in most parts of Virginia.

B. 6:00 a.m.–2:00 a.m.; 6:00 a.m.–midnight

According to Virginia state law, alcohol can be sold from 6:00 a.m.–2:00 a.m. for on-premise consumption and 6:00 a.m.–midnight for off-premise consumption. Local governments, licensees and associations may also have their own rules or policies, which further restrict the hours of sale of alcohol. Check with your manager for further restrictions.

10. Under Virginia state law, who is penalized if an illegal sale of alcohol products is made to a minor?

E. B (the clerk) and C (the licensee) only

Under Virginia state law, the clerk (seller/server) and the licensee are penalized if an illegal sale of alcohol products is made to a minor. While the supervisor of the clerk may not be penalized under Virginia state law, the licensee or owner may take further action against him or her.

PREVENT UNDERAGE SALES

TEST ANSWER SHEET (continued)

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11. According to Virginia state law, you must document alcohol-related sale refusals.
B. False
You are not required by Virginia state law to document alcohol-related sale refusals. However, it is a good practice for sellers/servers to record sale refusals, particularly if the customer claims he/she was treated unfairly or received poor service.
12. Which of the following is not a Virginia state law regarding the sale of alcohol?
A. Cannot sell alcohol to anyone who you know will be driving
There is no Virginia state law that prohibits selling alcohol to anyone who you know will be driving. However, there are state laws that prohibit licensees from selling alcohol to anyone under 21 or to intoxicated individuals. There are also state laws that prohibit licensees to knowingly allow someone over 21 to purchase alcohol for a minor.
13. Consequences for a clerk (seller/server) for the sale of alcohol to minors can include:
D. Up to \$2,500 and/or up to 12 months in jail
According to Virginia state law, anyone who sells alcohol to minors can receive up to a \$2,500 fine and/or up to 12 months in jail.
14. You do not have to give an explanation to a customer when refusing the sale of alcohol.
A. True
As a seller/server of alcohol, it is your right not to sell or serve alcohol to any customer who may be underage, intoxicated or anyone you know that intends on selling or distributing to a minor. It is not the seller/server's responsibility to explain why the sale is refused. If the customer persists or becomes obnoxious, contact your supervisor or a co-worker immediately.
15. Which is not a responsibility as a seller of alcohol?
C. Listen to customer's complaints about refusals of alcohol sales
It is the server/sellers' responsibility to follow alcohol laws, become an expert ID checker and to know and follow the company's alcohol policies. The server/seller needs to be courteous to all customers, but does not need to listen to customer complaints about alcohol refusals.
16. According to the video, what are some precautions you need to be aware of when checking a customer's ID?
E. All of the above
When selling alcohol, you will be challenged to sell to underage customers. Be aware of large groups that will try to distract or rush you. Listen for customers that may try to sound older. Always make customers show their ID. If they cannot provide a valid and current ID, explain that you can't sell or serve them alcohol.
17. It is acceptable to have another employee vouch for a customer's age if you are certain that the employee knows the customer.
B. False
The customer must have a valid ID to prove they are old enough to purchase alcohol. Friends or co-workers are not a reliable source of information. A valid and current state driver's license, U.S. passport, U.S. government ID and U.S. military ID are the only types of identification acceptable to purchase alcohol products.
18. If you fail to ID a customer and they are underage, it is considered a willful attempt to ignore the law.
A. True
It is the seller's/server's responsibility to ask for an ID from all customers who look under 30. Otherwise, the seller/server is making a willful attempt to ignore the law.
19. Virginia state law requires that you check the ID of anyone purchasing alcohol.
B. False
Sellers/servers only need to check the person's ID if they look under 30. It is sometimes hard to tell someone's age. Be on the safe side; if you think the customer is 30 or below, go ahead and ask for their ID. This helps to safeguard against possible liability.
20. Penalties for a licensee for violation to Virginia's minimum-age alcohol laws can include:
E. B (monetary sanctions) and C (revocation of ABC license) only
For a first-time offense, a licensee can be penalized up to \$2,000 and/or have their ABC license revoked for violating Virginia's minimum-age alcohol laws. Only the seller/server can receive jail time for selling to minors, up to 12 months. The seller/server can also receive fines of up to \$2,500.

PREVENT UNDERAGE SALES

SELLER/SERVER FIRST-OFFENSE PENALTIES

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Any licensee charged with any violation of Board regulations or statutes listed below (if the licensee has not had any substantiated violations of regulation or statute within the three years immediately preceding the date of the violation) may enter a written waiver of hearing and (1) accept the period of license suspension set forth below for the violation, (2) pay the civil charge set forth below for the violation in lieu of suspension. The Virginia Alcoholic Beverage Control Board took action to strengthen penalties for second and third offenses for underage sales and underage consumption of alcohol. Please go to the Hearings and Appeals section of the Virginia ABC Web site for more information on the penalty schedule.

Violation: Sale of beer, wine or mixed beverages to a person at least 18 but under 21 years of age

Suspension: 25 days **Civil charge:** \$2,000

Violation: Allowing consumption of beer, wine, or mixed beverages by a person at least 18 but under 21 years of age

Suspension: 25 days **Civil charge:** \$2,000

Violation: Aiding and abetting the purchase of alcoholic beverages by a person at least 18 but under 21 years of age

Suspension: 10 days **Civil charge:** \$1,000

Violation: Allow an intoxicated person to loiter on the premises

Suspension: 7 days **Civil charge:** \$500

Violation: Sale to an intoxicated person

Suspension: 25 days **Civil charge:** \$2,000

Violation: Allow consumption by an intoxicated person

Suspension: 25 days **Civil charge:** \$2,000

Violation: After-hours sales or consumption of alcoholic beverages

Suspension: 10 days **Civil charge:** \$1,000

Violation: No designated manager on premises

Suspension: 7 days **Civil charge:** \$500

Violation: Failure to maintain mixed beverage food ratio required by statute (not applicable if ratio falls below 30 percent)

Suspension: 10 days **Civil charge:** \$1,000

Violation: ABC license not posted

Suspension: 7 days **Civil charge:** \$500

Violation: Designated manager not posted

Suspension: 7 days **Civil charge:** \$500

Violation: Person less than 18 serving alcoholic beverages; less than 21 acting as bartender

Suspension: 7 days **Civil charge:** \$500

Violation: Sale of alcoholic beverages in unauthorized place or manner

Suspension: 10 days **Civil charge:** \$1,000

Violation: Consumption of alcoholic beverages in unauthorized place or manner

Suspension: 7 days **Civil charge:** \$500

Violation: Removal of alcoholic beverages from authorized area

Suspension: 7 days **Civil charge:** \$500

Violation: Employee on duty consuming alcoholic beverages

Suspension: 7 days **Civil charge:** \$500

Violation: Conducting illegal happy hour

Suspension: 7 days **Civil charge:** \$500

Violation: Illegal advertising of happy hour (including flyers, news articles, outboard promotions, etc.)

Suspension: 7 days **Civil charge:** \$500

Violation: Unauthorized advertising

Suspension: 7 days **Civil charge:** \$500

Source: Virginia Alcoholic Beverage Control (June 2003)

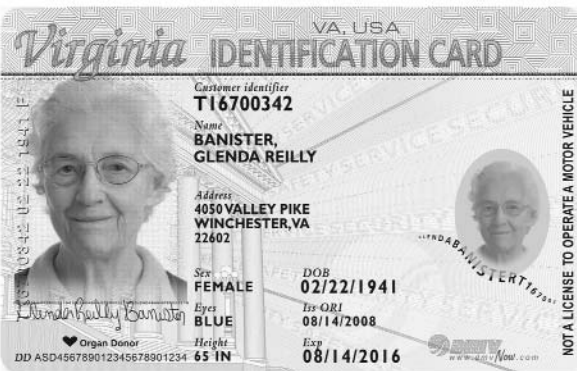
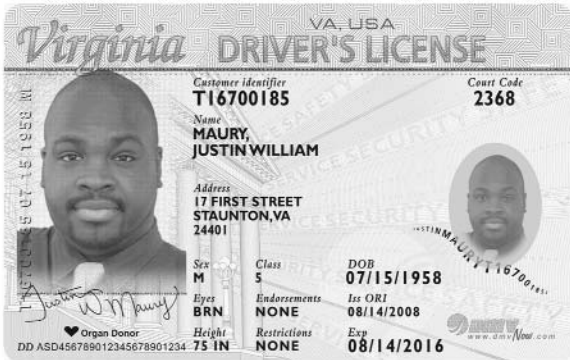
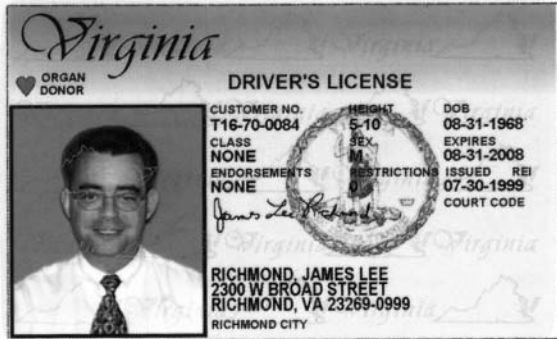
REPORT VIOLATIONS TO ABC ENFORCEMENT HOTLINE: (800) 552-3200

QUICK! DO THE MATH! ... ARE THEY LEGAL?

Note: Use this original to make multiple copies for distribution purposes.

WHEN IDENTIFICATION CARDS ARE PRESENTED, ASK THE FOLLOWING QUESTIONS:

1. How old is this person?
2. What is the date of birth?
3. Is the identification presented valid?
4. Is this person of legal age to purchase alcohol?



PREVENT UNDERAGE SALES

MANAGER RESPONSIBILITIES

SIMPLE THINGS THAT MANAGERS CAN DO TO MAKE SURE THAT THEIR POLICIES ARE UPHELD:

- Hire employees who are conscientious. Provide them with a copy of store policies and procedures and have them sign a statement attesting that they read and understood the policies and agree to implement them.
- Discipline employees who are not enforcing store policies and guidelines, including alcohol policies and procedures. Terminate any employee who is caught knowingly violating the policy and document reasons.
- Make sure all new employees are trained in responsible sales practices, such as RSVP (Responsible Sellers/Servers: Virginia's Program). Go to www.abc.virginia.gov for more information.
- Periodically emphasize to your staff that you want them to implement and comply with Virginia's programs.
- Institute an incentive program for employees who effectively uphold responsible alcohol sales policies and procedures.
- Conduct periodic spot checks or hire a "shopper" to check on employees to monitor their compliance with policies and procedures.
- Support your employees when they refuse sales to a customer.
- Do not allow your employees to drink alcoholic beverages on the job or after hours on-premise.

A POLICY FOR SELLERS/SERVERS OF ALCOHOL COULD INCLUDE THE FOLLOWING SUGGESTIONS:

- All customers who appear to be under the age of 30 must show an ID, or they cannot buy alcohol.
- Acceptable forms of ID include:
 - Valid passport
 - Valid state driver's license
 - State-issued ID
- No alcohol will be sold to any adult who is suspected of purchasing the alcohol for the purpose of distributing it to a minor.
- All out-of-state IDs must be checked in a driver's license guide (may be available through your beer wholesaler).
- No one under the age of 21 will be sold an alcoholic beverage.
- Management will assist in interventions with problem customers when requested by clerks.
- The establishment will train staff to identify underage customers.
- Signs announcing the policy of not selling alcohol to anyone who is under age 21 will be posted in a visible location.
- Staff must report all incidents to the manager on duty or document incidents in an incident log book.
- Employees will call the police to report any intoxicated customer who leaves the establishment and gets behind the wheel of a motor vehicle.
- All employees will be trained in responsible beverage sales.
- A copy of the alcohol management policy will be distributed to every employee when hired. All employees must sign a statement indicating that they read, understand and agree to comply with all alcohol policies and procedures.

The above was taken from Pacific Institute for Research and Evaluation's "Guide to Responsible Alcohol Sales: Off-premise Clerk, Licensee, and Manager Training" published in 1996.

PREVENT UNDERAGE SALES

RESOURCES

THE VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

The mission of the Education Section of Virginia ABC is to promote responsible consumption and distribution by licensees of alcoholic beverages to those of age and zero tolerance for underage consumption through the use of prevention initiatives that focus on environmental, educational and information dissemination strategies. Visit www.abc.virginia.gov or call (804) 213-4571 for more information.

Following are just some of the resources available from Virginia ABC.

BROCHURES AND OTHER RESOURCES

- **Stickers for Cash Registers**
These stickers help a clerk determine if someone is the legal age to purchase alcohol products. Contact ABC's Public Affairs office at (804) 213-4418 for more information.
- **Fake ID Brochures**
These brochures review the truth and consequences about using false identification to buy alcohol. To order, please call ABC's Education office at (804) 213-4571, email us at education@abc.virginia.gov, or check us out online at www.abc.virginia.gov.
- **Energy Drink Poster**
Energy drinks with alcohol appear similar in packaging to nonalcoholic energy drinks. This poster helps both consumers and sellers recognize the subtle differences between the two.

TRAINING

- **"Ask 4 ID" Seller-Server Training Video**
Virginia ABC developed a four-minute training video to help sellers and servers recognize Virginia's underage driver's licenses and other forms of ID. Remember the two Rs: Request ID and Request Age. Visit the ABC Web site at www.abc.virginia.gov/education.html or call (804) 213-4571 for more details.
- **Responsible Sellers/Servers: Virginia's Program (RSVP)**
This training was specifically designed for Virginia's ABC licensed establishments. Participants will learn how to prevent alcohol sales to minors and intoxicated customers, spot fake IDs and much more. They will also learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia. Visit the ABC Web site at www.abc.virginia.gov/education.html or call (804) 213-4571 for more details.
- **Managers' Alcohol Responsibility Training (MART)**
MART is a six-hour class designed for Virginia's licensee managers. Participants learn how to conduct business within Virginia's alcohol-related laws, codes and regulations. They also learn how to check IDs, write policies and other management-related issues. Visit the ABC Web site at www.abc.virginia.gov/education.html or call (804) 213-4571 for more information.
- **Special Agent Seminars**
Your ABC special agent can provide compliance assistance to clarify and interpret laws, codes and regulations to help you sell and serve alcohol more responsibly. Call your local ABC agent or Regional ABC office to schedule an appointment or seminar.

ABC REGIONAL OR SATELLITE OFFICES

Abingdon (276) 676-5502
Alexandria (703) 313-4432
Charlottesville (434) 977-2974
Chesapeake (757) 424-6700

Hampton (757) 825-7830
Lynchburg (434) 582-5136
Richmond (North) (804) 213-4620
Richmond (South) (804) 213-4624

Roanoke (540) 562-3604
Staunton (540) 332-7800