



**Washington State
Liquor Control Board**

Responsible Alcohol Sales: A Guide for Washington's Retail Stores

WSLCB Mission

Contribute to the safety and financial stability of our communities by ensuring the responsible sale, and preventing the misuse of, alcohol and tobacco.

An Open Letter to Washington's Retail Stores

We are pleased to provide this Responsible Alcohol Sales Training booklet to use in training your employees.

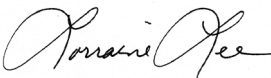
People who sell alcohol shoulder a tremendous responsibility in ensuring public safety. We have designed this booklet to provide quick and concise tips for sellers of alcohol to make responsible decisions. This booklet summarizes key responsibilities in promoting the responsible sale of alcohol products and information on our state's liquor laws to apply in daily business operations. If your establishment has a training plan in place, this can be used as a supplement.

Please feel free to make additional copies of this booklet. In addition to this booklet, please help your employees understand your in-house policy on handling and selling alcohol products responsibly.

For any questions or additional training materials, please contact Kim Sauer, the Washington State Liquor Control Board (WSLCB) Alcohol Server Training program coordinator, at (360) 664-1727 or KS@LIQ.WA.GOV.

On behalf of the Washington State Liquor Control Board, Washington State Traffic Safety Commission, Mothers Against Drunk Driving, Washington Association of Neighborhood Stores, and the Korean American Grocers Association, thank you for participating in this educational program. Together, we can make Washington a safe and productive place to live and work.

Sincerely,



Lorraine Lee
WSLCB Chairman



Alan Rathbun
WSLCB Licensing and Regulation Director

Responsible Alcohol Sales

Did you know?

- Alcohol-related incidents are a leading cause of death among young people today.
- You could end up with a criminal record, serve time in jail and receive a fine for selling alcohol to a minor or an apparently intoxicated person.
- Your store could lose its liquor license if you sell alcohol to a minor or an apparently intoxicated person.
- You could owe millions of dollars to someone you've never met if you sell alcohol to a minor or an apparently intoxicated person and someone dies or is injured.

You can save lives

Selling alcohol is a serious responsibility. As a front line employee, you play an important role in ensuring that minors and apparently intoxicated persons are not sold alcohol. The Washington State Liquor Control Board (WSLCB) appreciates your efforts to sell alcohol responsibly.

Alcohol is a legal product that is available to individuals age 21 or older. Washington State law prohibits the sale of alcohol to minors and apparently intoxicated persons.

If you sell alcohol to a minor or an apparently intoxicated person, you and your employer could be held responsible for liabilities, death or damages from alcohol-related incidents.

Responsible Alcohol Sales

Protect yourself by selling responsibly

If you sell alcohol to a minor or an apparently intoxicated person, you could face serious consequences:

- **If you sell alcohol to a minor**, you could receive a criminal citation and you may have to appear in court. You could be fined up to \$5,000 and have to serve up to one year in jail.
- **If you sell alcohol to an apparently intoxicated person**, you could receive a criminal citation and you may have to appear in court. You could be fined and face jail time.

Washington State law prohibits the sale of alcohol to minors and apparently intoxicated persons.
- **Your job could be in jeopardy.** Your employer could suspend or fire you.
- **Your employer could be in trouble.** Your store could face fines or a liquor license suspension. If the store gets four violations within two years, it could lose its liquor license permanently.
- **You could be sued.** If someone dies or gets hurt, you could be sued for lost earnings, pain and suffering, medical and hospital expenses, etc.
- **If an apparently intoxicated person purchases alcohol**, they could be cited and fined more than \$1,000.

Checking ID: Making Legal Sales

Checking identification is an important part of ensuring legal alcohol sales.

Acceptable forms of ID:

- A Driver License, ID Card, or Instruction Permit issued by any U.S. state or Canadian province
- A Washington Temporary Driver License (paper license)
- A U.S. Military ID
- An Official Passport
- A Merchant Marine ID
- A Washington State Tribal Enrollment Card

A valid ID must show:

- Date of birth
- Signature (except U.S. Military IDs)
- Photo
- Expiration date (except Tribal Enrollment Cards)

How to check ID:

1. Ask for identification.
2. Have the customer hand you the ID. Do not accept or handle a customer's wallet.
3. Check the expiration date. Do not accept expired ID.
4. Check the date of birth. For vertical Washington IDs, check the information to the left of the photo to make sure the customer has turned 21.
5. Verify the photo matches the customer.
6. Verify the ID's unique features (*see next section*).



To purchase
ALCOHOL
A person must be
21 years of age,
born on or before
today's date in
1988

Are they 21 yet?
Is the customer old enough to purchase alcohol today? You can print the current version of this sign at www.liq.wa.gov.

Checking ID, continued

Verifying an ID's unique features

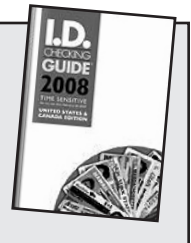
Many IDs have special features that make it hard to duplicate or copy.

The Washington Driver License and ID have the following unique features:



- A black state seal overlaps the photo
- Branches from the bush overlap the photo
- The mountain can be seen in the upper part of the photo
- 100 Rule: The first two numerals of the license number plus the year of birth should equal 100
- “Washington” appears in repeating, non-aligned text in laminate
- UV light reveals a repeating state seal
- “Void” appears if the laminate has been altered. Do not accept this invalid ID

You can buy guides with examples of Drivers Licenses from all states. These guides are sold at Web sites such as www.driverslicenseguide.com.



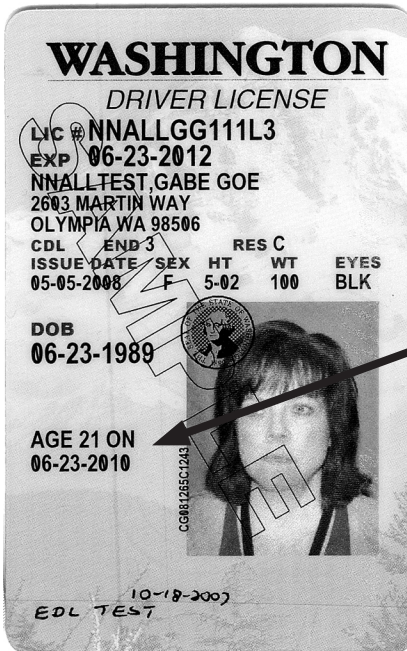
Checking ID, continued



Vertical IDs

Be alert when checking a vertical ID.

The customer was issued the ID when they were under 21 years of age. Check the unique features listed on the previous page, along with the information listed to the left of the photo to verify the customer is 21 years of age or older.



When you are checking a vertical ID, always check the section that says “Age 21 ON...”

Appearances can be deceiving!

Certain features or behaviors may make it hard to judge a customer’s age:

- Facial hair
- Makeup
- Clothing
- Overconfidence
- Nervous behavior
- Lack of eye contact
- Hesitant to provide ID

Handling Alcohol Sales

Common signs of intoxication

If a person shows two or more of the following signs, he or she may be intoxicated. Do not make a sale.

- Careless or clumsy with money
- Slurred speech
- Unsteady walking
- A strong smell of alcohol
- Talking excessively loud
- Talking slowly and deliberately
- Belligerent behavior

Note about persons with disabilities

Some customers may have a disability that affects their speech or motor skills. This may make it a challenge to determine if they are showing signs of intoxication, so look for signs such as a strong smell of alcohol when making a sale.

Refusing a sale

Please keep the following in mind when refusing a sale:

- Remain polite, tactful, and firm. Do not argue.
- Blame state law for your refusal.
- Offer to sell them a non-alcoholic beverage.
- Let them know you value them as a customer, but you must follow state law.
- If a minor tries to buy alcohol, refuse the sale and take the product away. Call the police if necessary.
- You cannot physically restrain a customer or take possession of their car keys or vehicle.
- An intoxicated customer can remain at your business if they do not have alcohol. Make sure they don't ask another customer to buy them alcohol.

Handling Alcohol Sales

Keeping a log book

A log book is a great tool for recording alcohol-related incidents. Ask your manager if keeping a log book should be part of your daily routine.

- Use a bound notebook, so torn pages are noticeable.
- Record the facts each day. Note days without incidents, and days you don't work or the store is closed.
- If a line is left empty, cross it out to prevent anything from being added later.
- Record the time, date, place, and a description of an alcohol related incident and the people involved. Also record any police action.

Dial 911!

If you ever feel unsafe when refusing a sale, don't hesitate to call the police.

Company policies about alcohol sales

Many companies have in-house policies that guide the operation of the business. These policies help all employees conduct work activities in the same way.

If your store has an ID scanner or utilizes age verifying software, make sure you understand its use.

Many companies have policies about alcohol sales. For example, your store may require you to check the ID of every customer purchasing alcohol, regardless of how old they appear.

Before handling your first alcohol sale, make sure you understand your store's policies. If you are unsure about a policy, ask your manager for help.

Acknowledgment of Understanding

After reading this handbook,

- I understand Washington State law prohibits the sale of alcohol to persons under 21 years of age and apparently intoxicated persons.
- I know how to check identification and watch for signs of intoxication to help me make a responsible sale.
- I know the types of identification I can accept, what information must be on the ID, and what unique features are on a valid Washington State Driver License or ID.

I understand that if I sell alcohol to a minor or an apparently intoxicated person:

- I could be sued if someone is injured or dies.
- I could be fired from my job, and face a criminal citation, fines and jail time.
- My store could be fined or have its liquor license suspended or revoked.
- I understand that I can contact my manager or the Liquor Control Board for additional training and information.

Employee Name: _____

Employee Signature: _____ Date: _____

Supervisor Name: _____

Supervisor Signature: _____ Date: _____

Contact Information

Washington State Liquor Control Board

3000 Pacific Ave. SE

Olympia, WA 98504

www.liq.wa.gov

WSLCB Customer Service: (360) 664-1600

To report a violation, call the WSLCB's toll-free hotline at 1-888-838-3956.

Want to learn more?

The WSLCB regularly holds free classes about the topics covered in this guide at enforcement offices across the state. Find out more about our "Responsible Liquor and Tobacco Sales" classes at www.liq.wa.gov.

Contact the Licensing and Regulation Division for information about available educational materials at (360) 664-1600.

To obtain this publication in an alternative format, please contact the WSLCB ADA coordinator at (360) 664-1783.