

Know Your Holiday

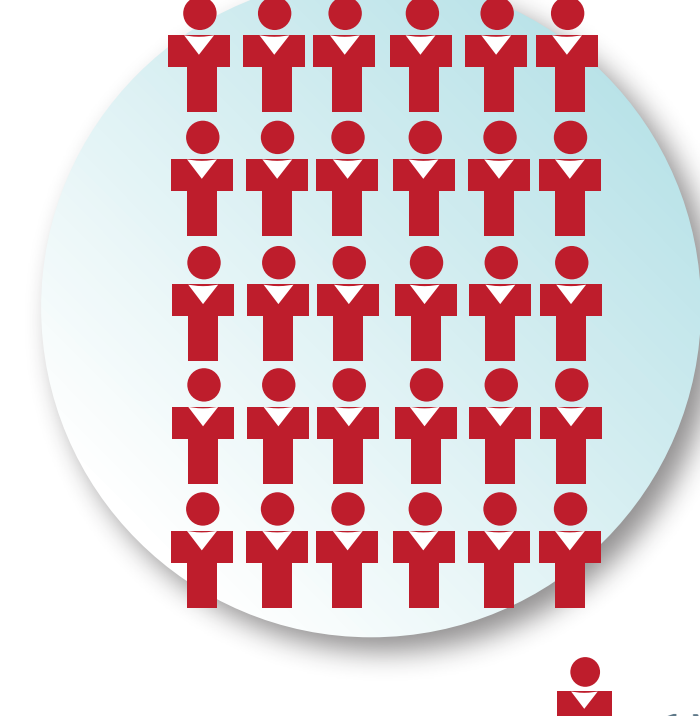


Alcohol SERVICE

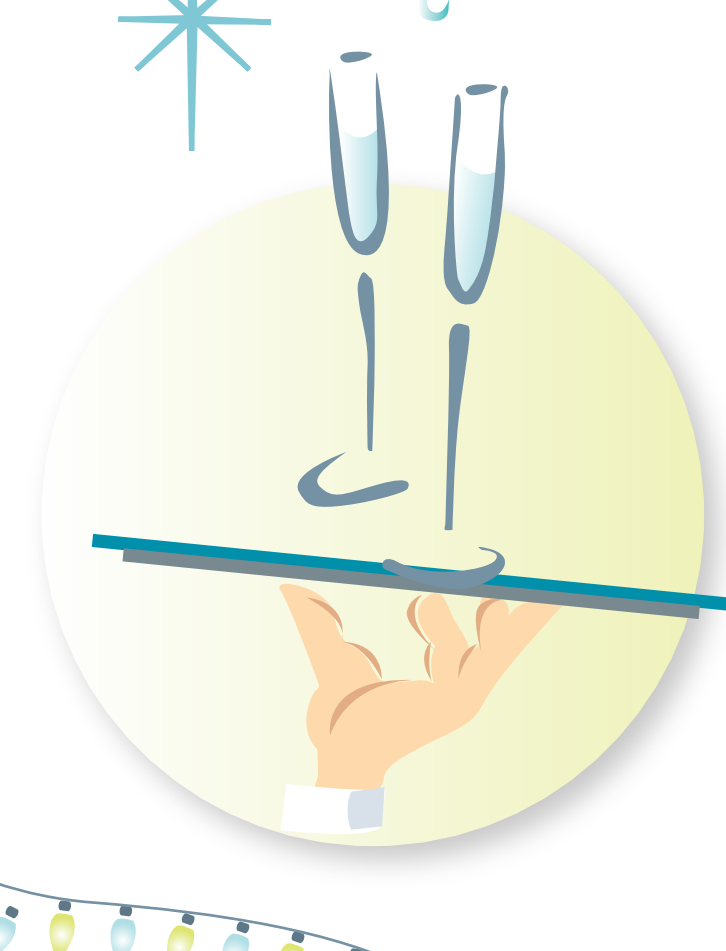
Social gatherings and holiday parties mean **increased traffic for restaurants and bars** during the *Holiday Season*.

30 million Americans

planned to make restaurants a part of their *Thanksgiving meal*.



1 = 1 MILLION
Source: National Restaurant Association 2011



100 million Americans

planned to celebrate the *New Year* at a restaurant or bar.

Source: National Restaurant Association 2011

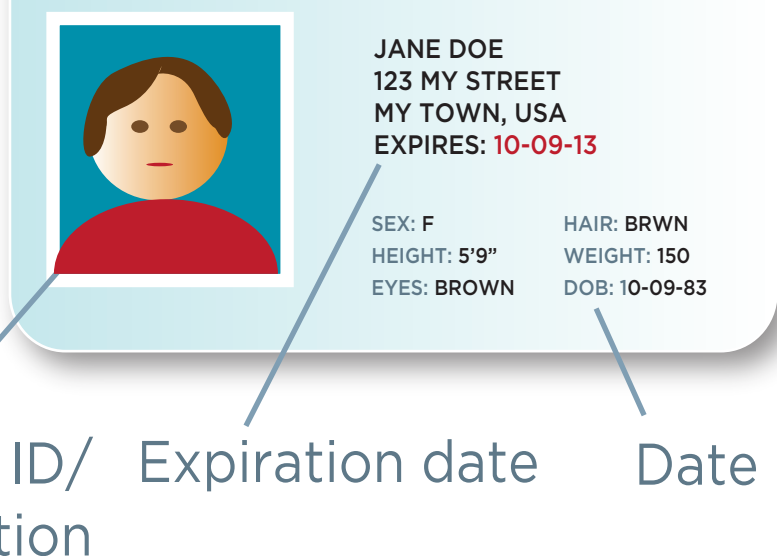
Know Who

YOU'RE SERVING

1. Valid ID

2. Serving Minors

CITATION



Matching photo ID/ description Expiration date Date of birth

The liquor authority can issue citations for:

- Selling liquor to a **minor**
- Failing to check the ID of a guest who appears to be **underage**
- Allowing a minor to enter with a **fake ID**
- Serving a guest who is or appears to be **intoxicated**
- Serving alcohol when it is **not permitted**

3. FAKE IDS — WHAT TO DO



Know How much

TO SERVE

Prevent guests and bar patrons from becoming intoxicated by knowing the **standard pours** for each type of drink:



1.5 ounces of 80-proof liquor or 1 ounce of 100-proof liquor, 5 ounces of wine, or 12 ounces of beer all contain the same amount of alcohol.

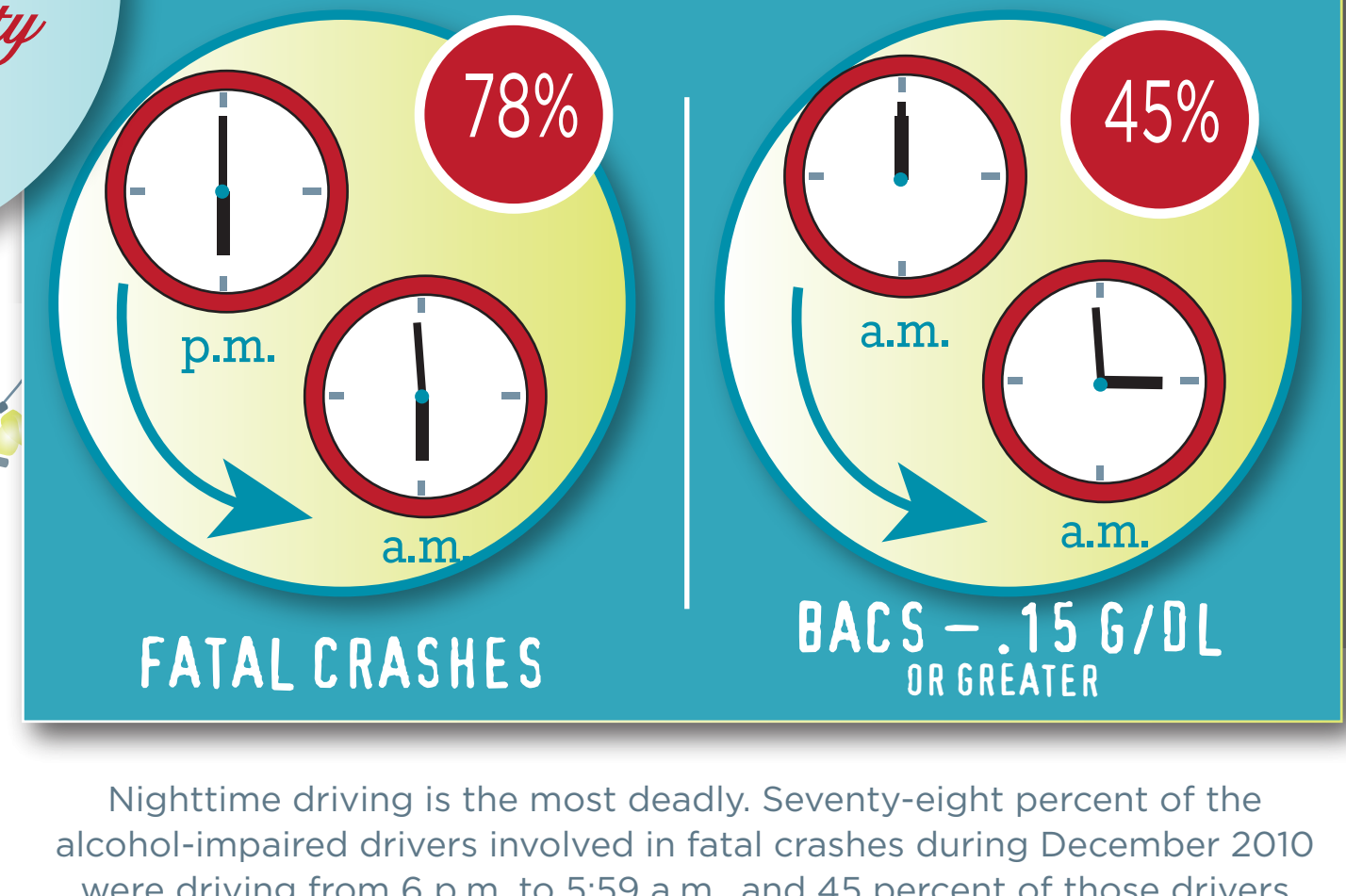
Know When

TO SET LIMITS

- 1. Say "NO"** Encourage patrons to: "no thanks"
- 2. Set LIMITS**

- 1.** Food slows down the absorption of alcohol into the bloodstream
- 2.** Food slows down drinking

When the bar closes and the *Holiday party* is over ...



Nighttime driving is the most deadly. Seventy-eight percent of the alcohol-impaired drivers involved in fatal crashes during December 2010 were driving from 6 p.m. to 5:59 a.m., and 45 percent of those drivers involved in fatal crashes from 12 a.m. to 2:59 a.m. had BACs of .15 g/dL or higher.

Despite a restaurant's best efforts, **difficult situations** can arise ...

INTOXICATED GUESTS — WHAT TO DO



Your restaurant or bar could be **held liable** for accidents caused by one of your patrons.