



**Learn To Grow, Inc.**



## **Responsible Alcohol Sales and Service (RASS) Position Statement**

The responsible sales and service of alcohol beverages is a vitally important part of any food and beverage operation. Due to recent national court decisions, civil liability in the alcohol hospitality industry has increased substantially. As a result, this alcohol training program has been designed to assist management and employees in ensuring compliance with alcohol beverage laws and avoid civil liability, as well as protect the alcohol beverage license from suspension and revocation.

It is also very important that they understand the liabilities associated with alcohol sales and service. The only way to minimize risks and protect the business is to ensure that owners have the tools they need to implement responsible sales and services in their business and that employees are trained on how to effectively and safely sell and/or serve alcohol to customers.

In today's hyper-litigious society, retailers and establishments are constantly at risk when selling and/or serving alcohol. Although the current hot-button is to focus on eliminating underage sales, it is equally important that owners and employees understand the liabilities associated with serving alcohol to visibly intoxicated customers. The Responsible Alcohol Sales and Service (RASS) program offers comprehensive education on these responsibilities and liabilities.

Alcohol server/seller training focuses primarily on service aspects such as age verification and ID techniques, the physical effects of alcohol, recognizing intoxication, and customer intervention techniques to eliminate the over-service of alcohol.

Some programs will also offer sections that deal specifically with your state laws so that employees understand their responsibility for the safety of your customers. While server/seller training is a key aspect of any business' compliance program, it is only a small portion. Without education of the owners, seller/server training loses its effectiveness after only a few short months because of turnover.

RASS workshops provide owners and licensees with the tools they need to implement policies, procedures, training, and enforcement that have been proven to increase employee compliance and reduce risks.

These workshops help to enhance the cooperation between local law enforcement officials and the sales and service industry, making the quality of life better for all citizens in Fulton County.