



THE GUIDING PRINCIPLES FOR RESPONSIBLE RETAILING COMPENDIUM OF BEST PRACTICES

Principle 1	Enforcement of minimum legal purchase age laws can contribute to the reduction of alcohol-related harm
Principle 2	Efforts to minimize binge or excessive drinking at retail establishments can meaningfully contribute to reducing alcohol-related harm
Principle 3	Activities in the retail environment can promote road safety
Principle 4	Characteristics of the drinking environment can promote responsibility and minimize harm



While some responsible retailing principles are actions only retailers may undertake, producers have a long track record of implementing programs in partnership with retailers to help foster responsible sales, and these efforts will be expanded as part of the Beer, Wine and Spirits Producers' Commitments.

Producer and retailer activities address a range of efforts relevant to responsible retailing, but can be broken down into five primary categories: enforcing minimum purchase age; responsibility and awareness campaigns; venue and community safety; information and guidelines; and server training and responsible hospitality. This compendium provides specific examples of producer and retailer activities, and highlights existing best practice tools. The compendium will be updated regularly. Additional industry initiatives can be searched on the IARD database: initiatives.producerscommitments.org.

Read more at producerscommitments.org.

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PROGRAM EXAMPLES

ENFORCING MINIMUM PURCHASE AGE

A variety of interventions have been developed to prevent the purchase or consumption of beverage alcohol below the drinking age. Types of interventions may include encouraging age verification both on- and off-premise, and mystery shopper programs. These programs are typically conducted in partnership with law enforcement, retailers, producers of beverage alcohol, educators, and local community actors.

Respect 21 – Responsible Retailing Forum, United States

Respect 21 is an initiative combatting underage consumption with a multifaceted approach. The program provides: educational resources for parents; training tools for retailers; retail signage to remind adults not to furnish minors with alcohol; state-specific signage that educates adults on the legal consequences of providing alcohol to minors; and point-of-sale materials to remind salespersons and patrons alike that the legal purchase age is 21. Thousands of retailers have accepted and utilized the program materials. The program employs the use of mystery shoppers and publishes materials to prevent sales to minors, including the *HELP Guide for Retailers* based on a government-recognized document, quarterly newsletters, and management tools. This academically researched program has successfully helped enhance the behaviors of over 1,000 retailers in over 20 communities since its launch in 2005. Improvements have been seen in every city where the program has been conducted. In Miami, there was a 100% increase in the number of times clerks requested proof of age. In New York, pass rates increased from 67% in the first quarter of the program to 89%. Read more at bit.ly/Respect21.

Cops in Shops® - Foundation for Advancing Alcohol Responsibility, United States

Cops in Shops® is a unique partnership between retailers and law enforcement that helps stop illegal underage alcohol sales and prevent adults from buying alcohol for minors. Teams of officers are placed in strategic participating retail outlets. They usually consist of one undercover officer who works inside the store while a second officer is positioned outside the establishment to apprehend adults who procure alcohol for youth. *Cops in Shops®* places the focus on the perpetrators — minors who try to purchase alcohol illegally and the adults who buy it for them. Read more at bit.ly/CopsInShops.

18+ - Diageo and Wal-Mart, Brazil, Puerto Rico, and Mexico

Diageo and Wal-Mart have launched an 18+ initiative on legal age limits in Brazil, Puerto Rico, and Mexico. The campaign aims to remind customers that the sale of alcohol is only permitted to those over 18 years of age. Through the initiative, age verification and check-out training are provided to staff, and point-of-sale materials are distributed.

Responsible Supermarket - Ambev (AB InBev), Brazil

In 2011, Ambev (AB InBev) and the Casino/Pao de Açúcar group implemented a new software system in 100% of the retailers' stores (Pao de Açúcar, Extra, and Açaí) in Brazil. Every time an alcohol beverage is scanned at check-out, the terminal's computer screen changes from its standard color to red, prompting the sales clerk to check the customer's identification. All employees of the Casino/Pao de Açúcar group were trained prior to the implementation of the program and the initiative was communicated to the public via an extensive on-air campaign.

STOP! - Brewers Association of Japan, Japan

STOP! Underage Drinking is a project to prevent underage drinking that was initiated in 2005 under the leadership of the Brewers Association of Japan and its five member companies (Suntory Ltd., Asahi Breweries, Ltd., Kirin Brewery Co., Ltd., Sapporo Breweries Ltd., and Orion Beer Co., Ltd.). The campaign's yellow symbol mark is displayed in most convenience stores and supermarkets, totaling 40,000 shops. All television commercials and advertising for alcoholic beverages are required to bear the campaign logo. Communications activities are conducted to teach the importance of preventing underage drinking to manufacturers of alcoholic beverages, convenience stores, mass market outlets, retailers, and junior and senior high schools. Survey results indicated that recognition of the campaign logo exceeded 90%. Underage drinking rates also declined in the years following the initiation of the program. Read more at bit.ly/StopUnderage.

RESPONSIBILITY AND AWARENESS CAMPAIGNS

Campaigns address a number of areas, including the promotion of responsible service, the encouragement of patrons at venues to have a designated driver, and the use of point-of-sale promotions to raise customer awareness.

Designated Driver Campaigns – AB InBev, United States and China

In the early 2000's, Anheuser-Busch started to aggressively promote the concept of a *Designated Driver* in the United States. Featuring highly recognizable celebrities, advertising campaigns were produced to encourage consumers - especially in high-risk age groups - to make plans to get home safely. In the late 2000's, the successful initiative was also launched in China, where the concept of a *Designated Driver* was literally unknown at the time. Through ad campaigns both in traditional as well as in social media, awareness of the *Designated Driver* concept was increased from the low teens in 2009 to well above 60% by the end of 2013.

Are you 20? – Thai Foundation for Responsible Drinking, Thailand

The *Are you 20?* program was initiated by the Thai Foundation for Responsible Drinking (TFRD) in early 2012. The initiative aims to raise awareness about problems associated with underage drinking, and to campaign to stop selling alcohol to youth who are not 20 years old, which is the legal drinking age in Thailand. The campaign educated sellers of beverage alcohol about the importance of verifying age when making a purchase, and established this as a norm. The project began by establishing a partnership among TFRD, the Thai Retailers Association (TRA), and the Royal Thai Police (RTP). Participating retailers included Tesco Lotus, The Mall, Seven-Eleven, Max Valu, Fuji Super, Tops, Villa Market, Big C, and Family Mart. The program was endorsed by the Ministry of Public Health (MOPH), and later expanded to include the National Council for Child and Youth Development (NCYD) under the Royal Patronage of Her Royal Highness Princess Sirindhorn.

Read more at bit.ly/AreYou20.

21+ – Indonesia brewery (MBI), Indonesia

In January 2013, MBI launched the *21+* awareness campaign in partnership with Circle K and 7-Eleven convenience stores. The objective of the campaign is to educate store employees about the need for responsible selling to consumers, and emphasizes that Heineken products must only be sold to those of the legal drinking age in Indonesia, which is 21. MBI developed training material for the campaign, which includes basic information about alcohol beverages, regulations on alcohol, how to conduct age screening, and the harms of underage drinking and irresponsible consumption. MBI also introduced *Training for Trainers*, a program for human resource personnel or trainers at the participating convenience stores. To date, over 1,000 store employees across 200 outlets have received the message that responsible consumption is everyone's responsibility.

Read more at bit.ly/21PlusIndonesia.

Red Card Campaign – Uganda Breweries Limited, Uganda

Uganda Breweries Limited launched *Red Card! Zero Tolerance to Drunk Driving*, a campaign in partnership with the Ugandan Police. *Red Card* seeks to change drinking behaviors and reduce incidences of drink driving through education, implementation of age verification strategies, and the introduction of the *Replacement Driver* concept. Over 300 police officers, bar tenders and owners, and accredited taxi cab drivers have been trained to recognize and address individuals likely to drink and drive. This initiative has inspired similar programs in the region.

Read more at bit.ly/RedCardCampaign.

VENUE AND COMMUNITY SAFETY

Initiatives in this category aim to improve safety within outlets themselves, or in the surrounding entertainment district or community. Some programs uphold enforcement measures through security and police presence. Examples of programs to improve safety within an on-premise outlet might include using shatterproof glassware, or developing a last call and dispersal policy. Other programs account for the structural design of venues to reduce crime, violence, and noise. These programs are increasingly run in partnership with community stakeholders in an effort to improve entertainment districts.

Best Bar None *United Kingdom, Canada*

The *Best Bar None (BBN)* is a locally run and nationally coordinated program that encourages bars, pubs, and clubs to reduce alcohol-related crime and disorder through positive relationships with retail outlets and local officials. Participating outlets have the opportunity to win the title of “Best Outlet” in their respective city. *BBN* has been administered by the British Institute of Innkeepers in partnership with Brown Forman, Maxxium UK (Beam Suntory), Heineken UK, and Carlsberg UK since 2003. In 2011, Bacardi, Diageo, and Molson Coors also joined as partners. Several Ministers of Parliament have hailed the program as effective. Following the program’s success in the UK, *Best Bar None* was introduced in Alberta, Canada in 2009, and has since expanded to several other cities in the country. Read more at bbnuk.com.

INFORMATION AND GUIDELINES

There are numerous examples of Social Aspect Organizations (SAOs) and industry trade associations compiling and disseminating guidance on responsible retailing. Companies’ alcohol sales policies also fall within this category. There are also examples of retailer and trade associations developing responsible retailing policies and codes.

No ID, No Sale! Seminars - British Institute of Innkeeping (BII), *United Kingdom*

The BII embarked on a series of *No ID, No Sale!* seminars designed to raise awareness around underage sales. The seminars highlighted strategies for success in restricting underage access, current legislation was explained, and insights were offered into the challenges faced by retailers, licensees, and trading standards officers. The latest developments in technology, proof of age, enforcement, and test purchasing were discussed. Delegates had the chance to take the *BIIAB Level 1 Award* test in Responsible Alcohol Retailing during the event. Read more at bit.ly/NoIDNoSale.

Self-Regulatory Codes - ETRC and APTRA

The European Travel Retail Confederation (ETRC) and Asia Pacific Travel Retail Association’s (APTRA) self-regulatory codes are also examples of retailer and industry cooperation. The ETRC and APTRA codes encourage the responsible sale, promotion, marketing, and advertising of alcohol products. The codes, created for the Duty Free/Travel Retail market, work alongside existing codes by establishing a set of working principles that reflect the unique circumstances of this distinct, transparent, and highly regulated environment – in particular where these circumstances differ from those of domestic retailing environments. The codes attempt to ensure that commercial communications and operations do not encourage or condone excessive consumption or misuse of any kind, while addressing specific issues related to Duty Free / Travel Retail. Read more at bit.ly/SelfRegConduct

SERVER TRAINING AND RESPONSIBLE HOSPITALITY

Server training programs provide servers and / or sellers of beverage alcohol with training in areas such as standard drink sizes, proper identification checking, recognition of intoxication, and handling intoxicated patrons in order to ensure responsible practices.

Training for Intervention Procedures (TIPS)

TIPS is an internationally recognized education program, offering training for the responsible sale, service, and consumption of alcohol. *TIPS* training provides information about preventing underage drinking, drink driving, and intoxication. To date, over 3 million servers in 40 countries have been trained through the *TIPS* program. Read more at gettips.com.

Consumo Responsavel - Ambev (AB InBev) Brazil

In August 2012, Ambev (AB InBev) introduced “Consumo responsavel” in Brazil, which aims to prevent on- and off-premise alcohol sales to minors. The program emphasizes the multiple risks of selling to or serving those under the legal drinking age by drawing upon the content of existing server training programs. Ambev (AB InBev) has partnered with server training schools throughout Brazil to include this information in trainings which are mandated in parts of the country for all servers in the hospitality industry. An additional component of the program is an 18+ sticker, which is given to all retail outlets that have successfully passed mystery shopper checks. Read more at bit.ly/ConsumpResponsavel.

SmartServe Ontario, Canada

Anyone who serves or handles alcohol in a licensed establishment in Ontario, Canada must be certified by SmartServe. SmartServe seeks to support the beverage alcohol industry in their endeavors to advance responsible drinking by aligning alcohol service with public safety, and ensuring that the broader public understands the principles of responsible alcohol consumption. SmartServe boasts state-of-the-art training systems, educational tools, and strategic partnership and invites open dialogue in order to actively change the culture of sale, service, and consumption of alcohol. SmartServe goes beyond certifications and engages in community efforts to promote responsible drinking by: participating in alcohol awareness events at institutions of higher education; participating in safe ride programs; and providing scholarships. Read more at bit.ly/SmartServeProgram.

Online Server & Seller Training - AB InBev,

In 2014, AB InBev launched a global website to conduct server and seller training online. At the center of the initiative were two training videos, which educate participants on key principles of responsible retailing. One video was targeted at professionals in the on-premise environment (e.g. bar owners, food and beverage managers, servers, bartenders); the second was focused on those selling alcohol beverages in the off-trade (e.g. grocery store managers, sales clerks). Both training modules were made available in multiple languages to maximize reach. Read more at training.bar-expert.co.uk.

BEST PRACTICE RESOURCES

There are a number of organizations that reference further examples of responsible retailing best practice. Links to these documents are included below.

Responsible Hospitality Institute (RHI)

A North America-based organization which aims to assist cities develop their nighttime economy. RHI offers expertise to develop comprehensive plans for entertainment districts to ensure public safety. RHI looks at 6 core elements when developing plans for hospitality zones, including entertainment, transportation, public safety, and venue safety. Read more at rhiweb.org.

Responsible Retailing Forum (RRF)

An organization in the US which brings together a range of stakeholders to identify and promote best practice, and examine impacts of responsible retailing practices. Participants in the RRF include retailers and their associations, distributors and producers, researchers, and public health agencies. Read more at bit.ly/RRForum.

Retail of Alcohol Standards Group (RASG)

Formed in 2005 as a partnership among companies in the UK, RASG has helped change the alcohol retail culture through encouraging best practices among industry and increasing retailer determination to sell alcohol responsibly. Programs to prevent underage persons from purchasing alcohol and the development of community partnerships have been implemented. Read more at wsta.co.uk.

The following are examples of existing codes of practice adopted at the national level. These codes illustrate how the Guiding Principles might be adapted to fit the local and national context:

Guidance for the Responsible Retailing of Alcohol in England and Wales

Retail of Alcohol Standards Group (RASG)

Read more at bit.ly/RASGGuidance.

Selling Alcohol Responsibly Good Practice Examples from the Alcohol Retail and Hospitality Industries

United Kingdom Home Office

Read more at bit.ly/SellingResponsibly.

Responsible Retailing Practices for On-Premise Alcohol Serving Establishments

Responsible Retailing Forum

Read more at bit.ly/RRForum.

Community Alcohol Partnership Case Studies

Read more at communityalcoholpartnerships.co.uk.

Decálogo del Consumidor Responsable de Bebidas con Alcohol

COPAL (Food and Beverages Association) and Argentina National Ministry of Health

Read more at bit.ly/DecalogoConsumIdor.

