

Course Description

The *Serve Right Responsible Beverage Service* program is about changing views of alcohol service in the Tourism/hospitality industry. The drinkers have changed. Public attitudes have changed. What is ok and what is not ok, when it comes to alcohol, has changed. People who work serving alcohol need to understand their part in the Industry's response to this new business environment.

Hotels, restaurants, clubs, and bars are looking at new plans for keeping or improving profits with lower alcohol sales. Many establishments are moving toward more responsible alcohol service. The goal is to run a profitable business while reducing alcohol-related problems.

Program Benefits

Here are six reasons why this program is good business:

1. Improve profits by discovering strategies to benefit from the market segments that are tending towards reduced alcohol consumption and more health conscious alternatives.
2. Learn the strategies that Industry leaders are using to keep their alcohol service responsible and safe while maintaining or increasing profits.
3. Bolster public and guest relations with the great majority of people who applaud efforts to reduce impaired driving
4. Learn techniques for keeping your business environment enjoyable for everyone with the possibility of increased business.
5. Reduce the number of occasions you and your staff have to deal with intoxicated guests.
6. Keep your establishment from being among those involved in an increasing number of major liability suits against licensed premises

Implementation of this program in your establishment

After receiving your license from the Nova Scotia Alcohol & Gaming Authority, you have six months, from the time of license date, to implement a **Responsible Beverage Service** program. The development and implementation of a **Responsible Beverage Service** program in your establishment can follow these steps.

1. Managers attend a five hour *Serve Right Responsible Beverage Service Manager* program.
2. Managers/owners develop **Responsible Beverage Service** policies and procedures for their establishments.
3. Servers attend a three-hour *Serve Right Responsible Beverage Service Server* program.
4. Managers implement and monitor the **Responsible Beverage Service** program in their establishments.

Managers must first define policies and procedures for a **Responsible Beverage Service** program in their establishment, and then assist in the training of their staff to follow these policies and procedures. Staff need to know how to prevent over-service and suggest alternatives which will result in increased business. Staff must know how to refuse service and deal with intoxicated guests. Managers must clearly back up their staff in difficult situations. Communications and teamwork are the key elements to successful implementation of this program.