

The More You Know

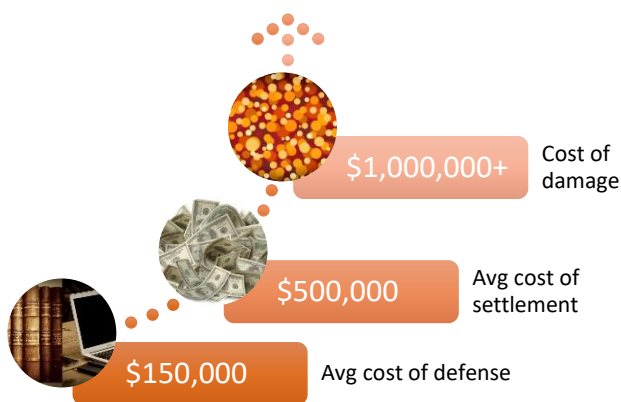
Liquor Liability



Hospitality. A business that creates a community where you entertain and welcome strangers as though they are family and friends is something to be proud of. A generous serving. A warm smile. A welcoming atmosphere. You watch the community you've worked hard to build become a little tighter; and it's satisfying.

Tables can turn quickly. And your hospitality can be misunderstood or worse, taken advantage of. It only takes one patron to change the atmosphere for everyone. Just one drink too many could change your community forever.

LIQUOR LIABILITY LAWSUITS ARE COSTLY



Prevent patrons from being over-intoxicated.

- Protect someone from injury or death
- Reduce liquor liability exposure to your business
- Develop protocol to assist in claims defense
- Comply with state regulations

The best, first step is prevention!

Begin by writing a policy statement about liquor liability and communicating with all employees. Include:

- Exposures – areas that make your vulnerable to issues
- Controls – protocols and procedures that help address your exposures

Hospitality Liquor Liability Prevention Basics

Educate: Employee Education

Control: Partner with a professional liquor liability training organization such as TIPS or TAMS to provide new hire and ongoing training on:

- Safe serve policies
- Signs of impairment
- Prevention
- State regulations
- Personal liability

Empathize: Care for Customers

Control: Define detailed procedures that help care for the health and well-being of your patrons.

- Age verification measures
- Actions to take if impairment suspected
- Documentation procedures for actions taken during an escalating situation
- Proper drink measurements (recipes)

Expect: Employee Performance

Control: Set appropriate expectations for all employees both on and off the clock while on the premises.

- Off duty drinking on premises
- Serving friends and acquaintances

Execute: Plan for the Unexpected but Probable

Control: Define clear sales and security procedures and protocols that will help address non-specified situations and that show you are taking measures to reduce opportunity for potential risk:

- Including second line of defense staff to your training roster and assignment of liquor liability roles and responsibilities, including hosts, security, valet drivers, and so on
- Installing security cameras at entrances/exits to aid in potential claims defense regarding any obvious signs of impairment



- Limiting the sales of low-cost drinks or happy hours
- Limiting onsite entertainment that encourages excessive consumption of alcohol
- Utilizing software that allows waitstaff and bartenders to track number of drinks ordered by patron



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