



Responsible Alcohol Service



Real World, State-Specific Training

Protecting your business from the inherent risks of serving alcohol is a high priority. It requires both vigilance and thorough training of everyone involved. That's why the **National Restaurant Association (NRA)** engages a variety of experts to continuously monitor all aspects of alcohol safety and update our ServSafe Alcohol® training program, including our resources and practices. Our practical, realistic lessons incorporate state-specific mandates to ensure that your staff can effectively protect your customers as well as your business.

*"It's easy to implement.
It's inexpensive.
And it facilitates every need perfectly."*

Wade Chancellor
Senior Director of
Training and Personal
Development,
Hooters of America

Be safe with ServSafe.

Flexible

Training and testing is available online or on-site to accommodate your scheduling requirements.

Reliable

From neighborhood pubs to national chains, ServSafe programs provide expert training to help ensure your peace of mind.

Trusted

Built by the same creators as the highly regarded ServSafe food safety program, protecting you for nearly 40 years.





Responsible Alcohol Service

Knowledgeable, responsible alcohol service is a priority for every operation. That's why ServSafe® creators **teamed up with experts** in the beverage, food service, medical, insurance, legal, academic and regulatory industries to develop our comprehensive program. We prepare bartenders, servers, hosts, bussers, valets, bouncers and all front-of-house staff to effectively and safely handle difficult situations in your operation. Here's why you can count on ServSafe Alcohol® training to **protect your customers and your business.**

- › Training materials reflect real world experiences and practical approaches.
- › Courses are divided into four key sections:
 - Law and Your Responsibility
 - Recognizing and Preventing Intoxication
 - Checking IDs
 - Handling Difficult Situations
- › ServSafe consults with you to ensure programs are delivered in a manner that meets your company's needs.
- › Proper training helps reduce the risks associated with serving alcohol.
- › Implementing our training program can mitigate fines and legal action.
- › ServSafe Alcohol training is an effective tool that can be used to help build an organizational culture that promotes individual responsibility.
- › Course tools and flexibility support the continuing education of responsible alcohol servers. Textbooks and manuals serve as reference sources for all staff members.
- › A jurisdictional team is available to assist you in identifying national, state and local requirements.
- › State-specific materials and exams meet regulatory requirements.
- › Flexible online and on-site training is available in English and Spanish.
- › ServSafe provides a dedicated bilingual Service Center to answer your questions.
- › Additional risk management training is available through ServSafe Food Handler and ServSafe Manager certification.
- › Profits are reinvested in industry educational, outreach and advocacy programs.



79,000

U.S. deaths annually from all alcohol-related causes

Source: Center for Disease Control

For more information about the ServSafe Program, please visit ServSafe.com or contact the National Restaurant Association at 1-800-765-2122 or ServSafe@Restaurant.org.



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