



## 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."*

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**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](http://ServSafe.com) or contact the National Restaurant Association at 1-800-765-2122 or [ServSafe@Restaurant.org](mailto:ServSafe@Restaurant.org).



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