



## Responsible Retail Practices Promote Safety

### Responsible Vendor Courses



(Training for Intervention Procedures) is the global leader in education and training for the responsible service, sale, of alcohol to prevent intoxication, underage and drunk driving. CLBA provides on demand, on location classes to Colorado retailers (members and non-members alike). TiPS training **complies with the Colorado Standards for a Seller & Server Training Program**. English, Korean & Spanish manuals are available and CLBA has members who volunteer to interpret when needed.

### ACT!® Always Check Twice



Thanks to our distributor partners, our members display important messages to their customers, that proper identification helps stop underage drinking. Employees who stop underage sales receive incentives. In addition, many merchants use technology to verify identification.

### “We Don’t Serve Teens”



“We Don’t Serve Teens” is a public awareness campaign designed to prevent underage drinking by informing adults that providing underage drinkers with alcohol is unsafe, illegal, and irresponsible.

### Self Evaluation



The BARS Program takes training into the store. Twice each month, Checkers, aged 21-25, visit a client store and purchase beer. Employees who pass receive financial incentives, employees who fail to check the IDs receive refresher training.

## In the Community



CLBA staff and members participate in local and state prevention, intervention and consumer education programs.

## Industry Compliance Progress



- ★ The Colorado Liquor Enforcement Division (LED) has conducted over 7500 compliance checks since 2004. Vigorous enforcement, combined with effective retailer education, has resulted in increasing the initial compliance rate of 53% to the current rate of nearly 90%.
- ★ LED used grant funds for enforcement activities at major events, such as the State Fair and Mile High Music Festival, doubling the number of criminal charges files for minors in possession, provision to minors, and possession/use of false identification.
- ★ LED provided EUDL sub-grants to 52 local law enforcement agencies and community based programs working to reduce underage drinking through prevention and treatment.

Colorado has made significant progress in the rate of compliance. According to the 2010 report from U.S. Department of Justice, as reported by the Colorado Liquor Enforcement, **Colorado now has a compliance rate of nearly 90%.**

## Off-Premise (Liquor Store) Compliance



## WE support state and local compliance checks!

In 2010, liquor stores completed **over 150,000,000** transactions to adult customers and **ONLY 53** sales to minors. The penalties for selling alcohol to minors are severe and an effective deterrent. We will continue to aggressively do our part to stop underage sales.

One of our members says it best: *"We are your neighbors, we drive the same roads as you do, we shop where you shop, and we raise our families here. Our livelihoods depend on your safety and well being."*