

RESPONSIBLE DELIVERY TOOLKIT

COMMITMENT TO RESPONSIBLE DELIVERY



AT ANHEUSER-BUSCH, WE ARE COMMITTED TO FOSTERING A CULTURE OF RESPONSIBLE DELIVERY OF ALCOHOL AND PROPER ID VERIFICATION.

For decades, Anheuser-Busch has promoted age verification best practices in both on and off premise retail accounts. Now, as eCommerce continues to expand, Anheuser-Busch is working to identify best practices and share them with eCommerce retailers, marketplaces and delivery team members.

The resources provided in this toolkit are intended to serve as an introduction to responsible alcohol delivery and an overview of best practices. For comprehensive training on responsible alcohol delivery strategies, we recommend training programs like the eTIPS for Off Premise and Delivery certification course offered through TIPS® (Training for Intervention Procedures). For more details, please refer to slide 10.

FOR RETAILERS



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RECOMMENDED BEST PRACTICES

AGE VERIFICATION

- Retailer and delivery provider websites and / or mobile apps should have an age **verification process** in place to ensure customers ordering alcohol are 21+.
- Retailers should properly identify alcohol beverages on their menus to trigger age verification requirements.
- It is the responsibility of any delivery provider to:
 - Verify identification and age when delivering an alcohol product.
 - Determine whether it is otherwise safe and appropriate to deliver alcohol.
 - Require a valid form of photo identification.
 - Consider using an ID age scanning tool to verify authenticity.
 - Have a stated policy in place that addresses age verification processes and conditions to deliver alcohol.
- Customers should be required to provide valid government issued ID at the time of delivery, where it will be checked and a record made for that order. Delivery providers should check recipients' ID 100% of the time to verify and keep a record of their age.

REPORTING & NON-DELIVERY

- Retailers should adhere to local and state alcohol delivery regulations and have robust, internal processes to report infractions in a timely manner.
- Delivery providers should have regular reporting procedure to ensure consistency of age verification processes.
- Alcohol should never be left unattended—someone 21 or older must be present to accept the delivery and present valid identification.
- If a delivery provider cannot verify a customer's age or identity, if a customer appears to be intoxicated, or if the situation is otherwise unsafe or inappropriate, they should refuse to deliver alcohol.
- Internal company policies and procedures should empower delivery personnel to make the right decision (i.e. refuse to deliver) if an individual receiving alcohol is underage or appears to be intoxicated.



FOR DELIVERY PEOPLE



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RESPONSIBLE ALCOHOL DELIVERY



Home delivery tasks are unsupervised and may seem simple and straightforward. After all, technically, the “sale” takes place before the delivery person is involved. It might seem unnecessary to worry about checking ID on a delivery since there are no apparent “drunk driving” concerns, no surveillance camera, and no manager or other customers looking on.

But it is illegal to *deliver alcohol* to an underage person, a person who may provide alcohol to an underage person, or a person who is visibly intoxicated, and a delivery person could be held liable for an illegal sale.

TYPES OF ILLEGAL ALCOHOL SALES

TO MAKE A RESPONSIBLE / LEGAL ALCOHOL DELIVERY, IT IS IMPORTANT TO KNOW WHAT CONSTITUTES AN ILLEGAL ALCOHOL DELIVERY.

**Underage**

**Visibly Intoxicated**

There are several key considerations:

Remember, you have two responsibilities: to sell or deliver alcohol to customers who can legally purchase it, and to *not* sell or deliver to those who cannot. Here are three groups of people to whom you cannot legally sell or deliver alcohol:

- People who are under 21 (underage).
- People who are attempting to buy for someone underage.
- People who appear to be impaired or intoxicated (visibly intoxicated).

These are the people who cannot legally purchase alcohol.

Selling or delivering alcohol to a customer fitting any of these descriptions can result in legal penalties for you, your manager, and your employer.

RESPONSIBLE DELIVERY AGE VERIFICATION GUIDELINES



DELIVERY PERSONNEL SHOULD USE THE FOLLOWING GUIDELINES TO PROTECT AGAINST ILLEGAL ALCOHOL DELIVERY.

Before delivery:

- Understand company policies. Know whom to contact and what to do if you cannot complete a delivery.
- Have with you a copy of the ID Guidebook and make sure that any ID scanning applications or other devices work properly.

At the delivery site:

- Carefully Check ID.
 - Visually confirm that the person handing you the ID is the same person shown in the photo ID.
 - Watch for underage warning signs.
- Note the presence of any young-looking individuals.
 - Use your best judgment to ensure that alcohol beverages are not intended for these individuals.
 - Follow your employer's policies. (For example, check the IDs for all parties prior to delivering the order.)
- Make sure the alcohol is out-of-reach until after you have verified the ID of the person receiving the delivery.
- Hand over the alcohol only after you have confirmed that the person receiving the package is of age.
- Adhere to a contactless delivery by leaving the items by the door after verification is completed.

UNDERAGE WARNING SIGNS

SOMETIMES, YOU CAN LEARN A LOT SIMPLY BY WATCHING HOW A CUSTOMER BEHAVES, WHETHER IN A STORE OR AT A DELIVERY SITE. PAY ATTENTION TO SIGNS THAT MAY SUGGEST YOU ARE DEALING WITH AN UNDERAGE PERSON, NO MATTER HOW CONVINCING THE ID MIGHT BE.

Be alert to any person who may:

- Hide one's face or look away while you are studying the ID.
- Hand money or defer to someone else who is obviously of age.
- Stand away from the line as a friend attempts to purchase alcohol
- Move around frequently or act in a nervous manner.
- - In a delivery scenario, watch for people who may seem reluctant to fully open the door as you make the delivery.
- - You must also be alert to groups of what appear to be underage people congregating at the delivery site.
- State that "carding" isn't necessary given his or her close friendship with one of your co-workers.
- Try to distract you by talking fast or asking lots of questions.
- Get upset when asked for an ID.

If a customer displays one or more of these behaviors, be sure to thoroughly examine the presented ID. Then, use your best judgment about whether or not to sell or deliver alcohol to this person.

AGE VERIFICATION BASICS



To verify the information on an ID, you need to be able to locate the important information, shown on the image, and decide if it is valid.

- Check the birth date.
- Check the expiration date.
- Compare the photograph to the person in front of you.
 - Maintain social distancing.
 - Have the customer remove sunglasses, hat, face mask, etc., as these may obscure the face making it difficult to verify that the ID belongs to the person presenting it.

Remember, your responsibility to check an ID involves more than simply glancing at it. You are expected to make a reasonable effort to verify that the ID is valid. If you cannot verify the information, you cannot accept the ID as proof of age and must refuse the alcohol sale or cancel the delivery.

TRAINING: TIPS FOR OFF PREMISE AND DELIVERY COURSE

OFFERED ONLINE, eTIPS FOR OFF PREMISE AND DELIVERY IS THE ONLY TRAINING CURRENTLY AVAILABLE THAT IS FOCUSED SPECIFICALLY ON THE CARRY OUT/TO-GO AND DELIVERY OF ALCOHOL.



Program Cost: \$40

Length: Approximately 3 hours.

Benefits: Printable certificate upon completion and permanent TIPS card mailed within 48 hours.

What businesses should consider this course? Grocery stores, liquor store, gas stations. Convenience stores, specialty retail stores, and bars or restaurants that offer alcohol delivery or takeout services.

Why? Even alcohol is sold “to go” or for delivery, employees may encounter alcohol-related problems. Sellers or delivery personnel must be especially careful to avoid selling or delivering alcohol to underage or intoxicated customers since they usually have little time to assess the situation when making the sale or delivery.

How TIPS is better for your business: eTIPS for Off Premise and Deliver teaches your staff how to recognize when a customer is intoxicated or underage. In addition to preventing the illegal sale or delivery of alcohol, employees learn how to handle intoxicated customers while also ensuring courteous and safe service. The intervention techniques reflect the short period of time a seller or delivery person has to interact with a customer.

Contact: Email TIPS [Sales Department](#) or call 800-438-8477

**Please take this five question survey to
provide valuable feedback:**

SURVEY

**For any inquiries or additional information
on Anheuser-Busch's efforts relating to responsibility,
please contact: CommunityImpact@Anheuser-Busch.com**

**To learn more about TIPS,
email sales@gettips.com or call 800-438-8477**

