



Responsible Service @ “A COPO” training programme



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Objective

To minimise the harm caused by excessive consumption and/or early alcohol consumption.
To reduce alcohol-related harm by providing training on the concepts of moderation and responsibility in selling or serving alcoholic beverages.

Description

On 16 March 2016, in Lisbon, ACIBEV and ViniPortugal signed an agreement to develop a strategy that facilitates responsible sales and helps to reduce the harm caused by excessive and/or early alcohol consumption. The action is aimed at professionals of the alcoholic beverages sector: owners and managers of hotels and restaurants, bartenders and sommeliers.

The collaboration includes training on the Responsible Service of Alcoholic Beverages in all their HORECA training programmes which integrates the pre-existing “A Copo” (By the Glass) training programme. The training on the concepts of moderation and responsibility in selling or serving alcoholic beverages is based on four pillars:

- Understanding the power of alcohol (effects of alcohol; responsible drinking; know your limits)
- Knowing the legislation (current legislation; knowing the consequences)
- Creating the right environment (benefits and risks of the drinking environment; creating a “house policy”)
- Managing problems (people skills - decrease the risk; identify problems; how to say no).

Partners

ViniPortugal

Results

ACIBEV and ViniPortugal have reached 2,017 HORECA professionals since 2016.

Downloads

Photo gallery



Documents

Training Manual (pdf - 17.86 Mo)

Responsible Service Brochure (pdf - 22.04 Mo)