

- Be aware of the legal drinking age in the country you are serving. Just asking the client's age is often seen as “not doing enough”. Always ask for identification if the client looks under legal drinking age, with at least 2/3 years as “buffer”.
- Prevent undue offences, annoyance, disturbance, noise or any kind of inconvenience to people who live or work in areas close to your premises. Discuss with staff about improvements that can be made to enhance preventive measures for any problem that may arise.
- Recognize the early symptoms of excessive alcohol consumption and discuss with your manager and/or colleagues when it's advisable not to serve any more drinks to customers showing impaired speech, lack of balance and/or coordination etc.
- Always maintain responsible behaviour: do not drink alcohol when working over the counter. Always respect alcohol consumption guidelines.
- Do not promote, advertise or conduct your operations in a way that could encourage the excessive consumption of alcohol or that discourages a responsible attitude towards consumption.
- Encourage soft, relaxed, social and responsible drinking in a friendly and chilled atmosphere. Therefore, keep good standards of cleanliness, be friendly with your customers and always promote food with drinks.