



IMPORTANT NEWS!

We are now members of the Responsible Retailer Program.

87% of Americans say YES!

They support the 21 drinking age.



89% of Americans AGREE

They do not mind waiting in line while clerks check customers' IDs.*



As a Responsible Retailer We Pledge to:

- Know the law and take the necessary steps to prevent alcohol sales to underage and intoxicated individuals
- Know that there are consequences for violating the policy
- Successful compliance will result in a rewarding and safe work environment

Responsible Retailer Training:

- Clear understanding of state and local alcohol regulations
- Checking ID and refusing sales to individuals without an acceptable form of identification
- Truth about alcohol and youth
- Store or house policy
- Dealing with hostile customers
- Internal self-assessment and compliance checks conducted by employees and management to ensure compliance

* The Terrance Group Public Opinion Survey April 19-21, 2005

THE RESPONSIBLE RETAILER PROGRAM IS BROUGHT TO YOU BY:

