

## Module 3 – Part 3

---

# Intoxicated People and Alcohol Sales

*In this module, we will focus on preventing illegal alcohol sales to people that are intoxicated. This module will take 15 minutes.*

## **KEY # 2: Know Your Customers**

**It is up to you to decide if a customer is intoxicated and should not be sold or served alcohol.**







# What Are The Keys To Customer Observation For Intoxication?

*To decide if a sale of alcohol is legal, watch your customers to:*

## **1. See How They Look**

- ✓ *Look at your customer and notice their general appearance.*

## **2. See What They Do**

- ✓ *Watch your customer's movements and behaviors.*

## **3. See How They React**

- ✓ *Watch how your customer interacts with you and others.*

## **4. See How Much Alcohol Has Been Purchased or Consumed**

- ✓ *Watch the tab and see how many drinks have been consumed.*

# Signs of Intoxication

---

The most common signs of intoxication are included here. When you only have a few moments to determine if a customer is intoxicated, it is helpful to look for these signs:

## Off-Premise 40 Likely Signs of Intoxication

- Loud speech
- Bravado, boasting
- Overly animated or entertaining
- Boisterous
- Careless with money
- Annoying other customers and/or the seller
- Argumentative
- Aggressive or belligerent
- Obnoxious or mean
- Inappropriate comments about others
- Crude behaviour
- Inappropriate sexual advances
- Foul language
- Irrational statements
- Depressed or sullen
- Crying or moody
- Speaking loudly, then quietly
- Drowsy
- Bloodshot, glassy eyes
- Slurred speech
- Difficulty remembering
- Slow response to questions
- Rambling conversation
- Loss of train of thought
- Trouble making change
- Difficulty handling money
- Difficulty picking up change
- Lack of focus and eye contact
- Clumsy, uncoordinated
- Difficulty standing
- Unusual gait (walk)
- Stumbling
- Bumping into things
- Dropping things
- Swaying, staggering
- Falling down
- Mussed hair
- Dishevelled clothing
- Falling asleep
- Smells like alcohol



## On-Premise 50 Likely Signs of Intoxication

- Loud speech
- Bravado, boasting
- Overly animated or entertaining
- Boisterous
- Overly friendly to other guests and employees
- Drinking alone
- Drinking too fast
- Careless with money
- Urging other people to have another drink
- Ordering doubles
- Annoying other guests or servers
- Complaining about drink prices
- Complaining about drink strength or preparation
- Argumentative
- Aggressive or belligerent
- Obnoxious or mean
- Inappropriate comments about others
- Crude behavior
- Inappropriate sexual advances
- Foul Language
- Irrational statements
- Depressed or sullen
- Crying or moody
- Radical changes in behavior
- Speaking loudly, then quietly
- Drowsy
- Bloodshot, glassy eyes
- Slurred speech
- Difficulty remembering
- Slow response to questions
- Spilling drinks
- Rambling conversation, loss of train of thought
- Trouble making change
- Difficulty handling money, picking up change
- Lack of focus and eye contact
- Difficulty lighting a cigarette
- Lighting more than one cigarette at a time
- Letting a cigarette burn without smoking
- Clumsy, uncoordinated
- Difficulty standing up
- Unusual gait (walk)
- Stumbling
- Bumping into things
- Swaying, staggering
- Unable to sit straight in chair or on bar stool
- Can't find mouth with glass
- Falling down
- Mussed hair
- Dishevelled clothing
- Falling asleep

# Observing Your Customers



*Use your observations of customer's appearance, behaviors, and reactions to determine if they are intoxicated or becoming intoxicated.*



*For off-premise sales, you may only have a few moments to determine if a customer is intoxicated.*



*To better protect yourself, on-premise servers should be able to keep a count of the drinks served to the customer and periodically reassess the customer for signs of intoxication. Remember that alcohol takes time to reach the brain and cause intoxication.*



*If you feel another alcoholic beverage would make the customer intoxicated or possibly intoxicated, you should not serve.*



# Observing Your Customers



## Observe your customer's appearance.

- *They may become flushed in the face as the alcohol dilates blood vessels.*
- *They may not be aware of their appearance and have mussed hair or dishevelled clothing.*



## Observe your customer's behavior.

- *Talk to the customer when they first enter your establishment and use this to establish a baseline.*
- *They may be clumsy and less able to perform ordinary tasks, such as lighting a cigarette or picking up change.*
- *They may feel invincible and take more risks than when sober.*



## Observe your customer's interactions with others.

- *An intoxicated person may not be able to speak coherently.*
- *An intoxicated person may be argumentative.*
- *An intoxicated person can lose their inhibitions while drinking alcohol; they can say and do things they would not ordinarily do*



# Additional Observation Methods

- ✓ Not all customers will display the typical signs of intoxication. You hear people say they have a “tolerance” for alcohol, which may not be accurate. They have learned to control the behaviors that are signs of intoxication.

Conversation, close observation, and drink counting may be the only tools you have to determine that someone is intoxicated even though they are not showing the typical signs of intoxication.

- You may be able to keep track of the number of drinks served to a customer and estimate their blood alcohol concentration, as described in the next section.
- Periodically reassess if a customer is becoming intoxicated. You can ask open-ended questions that require them to think about the answers. Their reaction time will be much longer if they are intoxicated.





## Additional Observation Methods



You should rely on your observations and not just the number of drinks served because:

- You may not know all of the factors that affect their intoxication level.
- They may have had alcohol before they arrived.

## KEY POINTS

---

**On-premise servers should only use drink counting in addition to watching for other signs of intoxication.**







## Blood Alcohol Concentration (BAC)

*Blood alcohol concentration (BAC) is a measurement of the amount of alcohol in the bloodstream expressed as a percentage. For example, if someone has a BAC of 0.10 percent this means that the person has one part chemical alcohol with 1000 parts blood fluids.*

*As a person drinks alcohol their BAC will rise, whether or not they show signs of intoxication. A person might also become intoxicated at lower BAC levels. However, you can use these guidelines for drink counting and watching for possible intoxication.*

# Estimating BAC (Drink Counting)

You can use the following charts to estimate a customer's BAC and know when they are possibly influenced, impaired, or intoxicated. These charts are only examples and were developed by the National Highway Traffic Safety Administration.

Subtract .015 for each hour after drinking. One drink is based on 1.5 oz of 80 proof liquor (40%), 12 oz. beer (4.5%), or 5 oz. wine (12%). The figures are averages and may vary based on the amount of food in the stomach. **NOTE: At a BAC of 0.40% a person may become comatose and will be in danger of dying.**

MEN  
KNOW YOUR LIMIT

Drinks	Body Weight in Pounds								Influenced
	100	120	140	160	180	200	220	240	
1	.04	.03	.03	.02	.02	.02	.02	.02	Possibly
2	.06	.06	.05	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	Impaired
4	.15	.12	.11	.09	.08	.08	.07	.06	
5	.19	.16	.13	.12	.11	.09	.09	.08	Legally Intoxicated
6	.23	.19	.16	.14	.13	.11	.10	.09	
7	.26	.22	.18	.16	.15	.13	.12	.11	
8	.30	.25	.21	.19	.17	.15	.14	.13	
9	.34	.28	.24	.21	.19	.17	.15	.14	
10	.38	.31	.27	.23	.21	.19	.17	.16	

Drinks	Body Weight in Pounds								Influenced
	100	120	140	160	180	200	220	240	
1	.04	.03	.03	.02	.02	.02	.02	.02	Possibly
2	.08	.06	.05	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	Impaired
4	.15	.12	.11	.09	.08	.08	.07	.06	
5	.19	.16	.13	.12	.11	.09	.09	.08	Legally Intoxicated
6	.23	.19	.16	.14	.13	.11	.10	.09	
7	.26	.22	.19	.16	.15	.13	.12	.11	
8	.30	.25	.21	.19	.17	.15	.14	.13	
9	.34	.28	.24	.21	.19	.17	.15	.14	
10	.38	.31	.27	.23	.21	.19	.17	.16	

WOMEN  
KNOW YOUR LIMIT








Drinks	Body Weight in Pounds								Influenced
	100	120	140	160	180	200	220	240	
1	.05	.04	.03	.03	.03	.02	.02	.02	Possibly
2	.09	.08	.07	.06	.05	.05	.04	.04	
3	.14	.11	.11	.09	.08	.07	.06	.06	Impaired
4	.18	.15	.13	.11	.10	.09	.08	.08	
5	.23	.19	.16	.14	.13	.11	.10	.09	Legally Intoxicated
6	.27	.23	.19	.17	.15	.14	.12	.11	
7	.32	.27	.23	.20	.18	.16	.14	.13	
8	.36	.30	.26	.23	.20	.18	.17	.15	
9	.41	.34	.29	.26	.23	.20	.19	.17	
10	.45	.38	.32	.28	.25	.23	.21	.19	

Subtract 0.015 for each hour after drinking. One drink is based on 1.5 oz of 80 proof liquor (40%), 12 oz. beer (4.5%), or 5 oz. wine (12%). The figures are averages and may vary based on the amount of food in the stomach. **NOTE: At a BAC of 0.40% a person may become comatose and will be in danger of dying.**



# What is a Standard Drink?

Remember not all drinks are equal when counting drinks. Multi-liquor drinks or over sized drinks have more alcohol than a single shot drink or a regular 12-ounce beer

12 oz. regular beer	8-9 oz. malt liquor	5 oz. table wine	3-4 oz. fortified wine	2-3 oz. cordial, liqueur, or aperitif	1.5 oz. brandy	1.5 oz. 80-proof spirits
						
about 5% alcohol	about 7% alcohol	about 12% alcohol	about 17% alcohol	about 24% alcohol	about 40% alcohol	about 40% alcohol

A "Standard Drink" may not reflect actual serving sizes. For example, a single mixed drink made with hard liquor can contain one-to-three or more standard drinks, depending on the type of spirits and the recipe. In the United States, a "standard" drink is any drink that contains about 0.6 fluid ounces or 14 grams of "pure" alcohol. Below is the approximate number of standard drinks in different sized containers of alcohol:

regular beer (5% alc/vol)	malt liquor (7% alc/vol)	table wine (12% alc/vol)	80-proof spirits or "hard liquor" (40% alc/vol)
12 oz = 1	12 oz = 1½	750 ml (a regular wine bottle) = 5	a shot (1.5-oz glass/50-ml bottle) = 1
16 oz = 1.3	16 oz = 2		a mixed drink or cocktail = 1 or more
22 oz = 2	22 oz = 2½		200 ml (a "half pint") = 4½
40 oz = 3½	40 oz = 4½		375 ml (a "pint" or "half bottle") = 8½
			750 ml (a "fifth") = 17

It is a myth that white wine is a good choice for a person who wants a light drink with less alcohol. In fact, a 5-ounce glass of white or red wine, a 12-ounce bottle or can of beer, or a shot of 1 ½-ounce of 80- proof distilled spirits (either straight or in a mixed drink) contain an equivalent amount of alcohol.



## Other Factors Related to Intoxication

---

The following can affect BAC and intoxication; therefore, always consider whether the person appears to be intoxicated.



### Gender

On average it takes a woman's body longer to metabolize one drink than the average male. It may take a man 1.5 hours, and a woman 2.5 hours to metabolize one drink.



### Body weight and type

In general, the more a person weighs the more alcohol they can consume before becoming intoxicated. Remember this is just an estimate and other factors may determine the actual level of intoxication.





## Other Factors Related to Intoxication continue

---



### **Muscle/fat ratio**

Body fat doesn't absorb alcohol. Instead it forces the alcohol to remain in the bloodstream until the liver can break it down. Because of this, a more muscular person would have a lower BAC compared to a person with more fat.



### **Type and timing of food**

The amount of food and type of food in the stomach determines how fast the alcohol is absorbed into the bloodstream. Foods with a high fat content, such as meats or cheeses, are a wise choice since these foods are metabolized at a slower rate.



### **Fatigue**

A person who is fatigued, emotionally upset, or in poor health may become intoxicated more quickly and will retain alcohol longer.

## Discussion Questions



Do the signs of intoxication change if a person takes over-the-counter drugs?

- ✓ No, the signs of intoxication will remain the same but they may appear more quickly than if the person was not taking medication.



Do the signs of intoxication change if a person is tired or depressed?

- ✓ No, the signs of intoxication will remain the same but they may appear more quickly than if the person was well rested or not depressed.



## KEY POINTS

---

Estimating BAC can be helpful if you are counting drinks, but observations are just as important in determining if a person is intoxicated.





## Other Causes of Intoxication



### **REMEMBER!**

Your observations are most important because intoxication can be caused by factors other than the drinks that the customer has in your establishment.





## Other Causes of Intoxication



### **Prescription, Over the Counter, or Illegal Drugs**

If a person is taking prescription, over the counter, or illegal drugs it will not change their BAC. However, the person's reaction to the alcohol may increase, and they may become intoxicated more quickly. Some prescription medicines combined with alcohol consumption may be deadly.

Weight loss drugs and caffeine are stimulants. They may cause a person to feel alert, but do not change the effect of alcohol on reaction time and judgment.

Analgesics (pain killers), cold remedies, or cough medicines can cause drowsiness, which can slow reaction time, slow judgment, and increase signs of intoxication



## Drink Tampering



Be aware that drink tampering does occur. These drugs are sometimes referred to as date rape drugs. The drugs used in most cases are Rohypnol and Gammahydroxybutyrate (GHB). They are slipped into drinks when the target individual is distracted or leaves a drink unattended. The drugs may cause deep sedation, respiratory distress, blackouts, forgetfulness, and make sexual assault more likely.

There is no unusual taste or look to a drink contaminated by either of these drugs. Drug manufacturers have responded to this by making Rohypnol turn blue when placed in drinks; GHB turns drinks cloudy. However, these drugs can be obtained off the regular market with the old formulations.

Be aware of any suspicious activities where someone might have placed a drug in an unattended drink or in a drink when someone is distracted. If you suspect drink tampering, remove the tampered drink with the pretext of bringing a fresh drink, alert management, and offer assistance.



# Alcohol Poisoning



Alcohol depresses nerves that control involuntary actions such as breathing and the gag reflex (which prevents choking). A fatal dose of alcohol will eventually stop these functions.

It is common for someone who consumed excessive alcohol to vomit since alcohol is an irritant to the stomach. There is also the danger of choking on vomit, which could cause death by asphyxiation in a person who is not conscious because of intoxication.

It is a myth that it is good to throw up at the end of a night of drinking “because it gets the alcohol out of the system.” In fact, throwing up is a sign the body is getting toxic. It is also a myth that coffee will help sober someone up; only time can sober a person up.

You should also know that a person's BAC can continue to rise even while he or she is passed out. Even after a person stops drinking, alcohol in the stomach and intestine continues to enter the bloodstream and circulate throughout the body.

# Alcohol Poisoning



**Alcohol poisoning is a dangerous consequence of drinking!**



**Signs and symptoms of alcohol poisoning:**

- Mental confusion, stupor, coma, or person cannot be roused
- Vomiting
- Slow breathing (fewer than eight breaths per minute)
- Irregular breathing (10 seconds or more between breaths)
- Hypothermia (low body temperature), bluish skin color, paleness





# Alcohol Poisoning



## If you suspect someone has alcohol poisoning:

- Know the danger signals.
- Do not wait for all symptoms to be present.
- Do not leave a person who passes out to “sleep it off”. Be aware that a person who has passed out may die.
- If there is any suspicion of an alcohol overdose, call 911 for help.
- Do not try to guess the level of drunkenness.



## If alcohol poisoning goes untreated?

- The victim may choke on his or her own vomit.
- Breathing slows, becomes irregular, or stops.
- Heart beats irregularly or stops.
- Hypothermia (low body temperature) may occur.
- Hypoglycemia (too little blood sugar) leads to seizures.
- Untreated severe dehydration from vomiting can cause seizures, permanent brain damage, or death.

**NOTE:** Binge drinking (the consumption of five or more drinks in a row by men, or four or more drinks in a row by women, within a two hour period) is especially dangerous because the victim can ingest a fatal dose of alcohol before becoming unconscious.



## Discussion Questions



## On-Premise



Pretend you are working in a restaurant. A large man in his 40s comes in, and along with his meal he orders wine to drink. He drinks four glasses of wine while eating his dinner, over a one-hour time period. Between courses of the meal, he visits the rest room and you observe that he is walking straight and steady. After he has finished his meal and wine, he asks to order an after-dinner liqueur. He speaks clearly, without a slur, and he appears alert and clear headed.

- What signs of intoxication are present?
- What else might you do or say before deciding if the customer is intoxicated?
- What other things can you do to help decide if you should make the sale?





## On-Premise



A woman in her 50's walks into your bar. On the way in, she stumbles, and weaves slightly as she walks to a table. She sits down heavily and loudly shouts out her drink order to you. She tries to light a cigarette but fumbles with her lighter. Again, she shouts for you to bring her a drink.

- a. What signs of intoxication are present?
- b. What else might you do or say before deciding if the customer is intoxicated?
- c. What other things can you do to help decide if you should make the sale?

# Off-Premise



A woman approaches the register where you work with a six-pack of beer. You greet her, and she mumbles a reply. She does not make eye contact with you, but you notice that she is having trouble opening her purse to get her money. You ask if there is anything else that she needs, and she slurs her reply. When she looks at you, you notice that her face is flushed and her makeup is very messy.

- What signs of intoxication are present?
- What else might you do or say before deciding if the customer is intoxicated?
- What other things can you do to help decide if you should make the sale?





# Off-Premise



A couple is shopping in your store and as they wander around the aisles, you notice that they are laughing and talking loudly. They bring their purchases to the counter, including several bottles of liquor. They are talking clearly and other than laughing loudly are showing no other signs of intoxication. What other things can you do to help decide if you should make the sale?

