

Module 2 – Part 4.1

Minors and Alcohol Sales

This module focuses on preventing illegal alcohol sales to minors. This module will take 25 minutes to complete

KEY #2: Know Your Customers

In this section we will review the keys to customer observation in order to detect that a minor is attempting to purchase alcohol.





Now You Know

- ✓ **Now you know that it is illegal to sell alcoholic beverages to minors!**
- ✓ **This section will teach you how to determine if a customer is a minor or an adult!**



What are the Keys to Customer Observation for Minors?

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

1. See How They Look

- ✓ *If they look like a minor, they likely are a minor.*
- ✓ *Carefully look at their ID.*

2. See What They Do

- ✓ *Watch how your customer acts.*

3. See How They React

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



Characteristics of Minors



If a person has the physical characteristics of a minor, they likely are a minor. However, the opposite is not true! People mature at different rates. Many minors may have physical characteristics of an adult. Don't be fooled!



Physical Characteristics of Minors



Minors generally have common physical characteristics. The following is a list of some characteristics.

- ✓ Immature physical appearances: little or no facial hair on boys un-developed appearance of girls
- ✓ Skin complexion – smooth, unlined faces



Be aware that not all minors have these physical characteristics and do not rely on them solely to identify a minor.

- ✓ Some minor males may have beards and mustaches.
- ✓ Some may have bald or shaved heads.
- ✓ Some minor males are big, which may make them appear older.
- ✓ Some minor females may wear makeup or clothing that makes them appear older.



Fads and Fashions of Minors

Minors tend to dress in the latest fads and fashion trends. These will change frequently. Some other things to look for are:

- ✓ School uniforms**
- ✓ Class rings**
- ✓ Too much makeup**
- ✓ Trendy hair styles**



Behaviours and Reactions of Minors



Certain behaviour patterns may also be characteristic of minors or people that may purchase alcohol for minors.

- ✓ May appear nervous – may not make eye contact with you
- ✓ Self conscious about appearance
- ✓ Some minors act very confident and sure of themselves when attempting to purchase alcohol.
- ✓ Young people gathering in groups and sending one to make a purchase.
- ✓ Young people approaching adults that are on their way in to make a purchase.



Behaviours and Reactions of Minors



A minor might display one or more of these characteristic reactions:

- ✓ Acting nervous or insecure
- ✓ Being overly friendly or acting “cool”
- ✓ Not making eye contact or trying to hide their face
- ✓ Checking the area or glancing around
- ✓ Showing an ID but trying to put it away quickly

Practice Your Observation Skills

Let's see how well you can determine if a person is a minor based on observation. For each of the pictures below, decide which ones are minors.



Is this person a
Minor?

Yes

No



Is this person a
Minor?

Yes

No



Is this person a
Minor?

Yes

No



Is this person a
Minor?

Yes

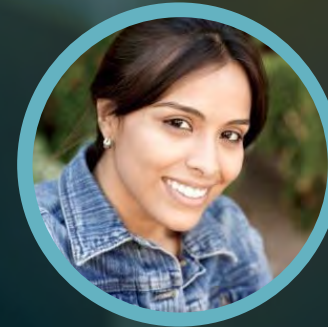
No



Is this person a
Minor?

Yes

No



Is this person a
Minor?

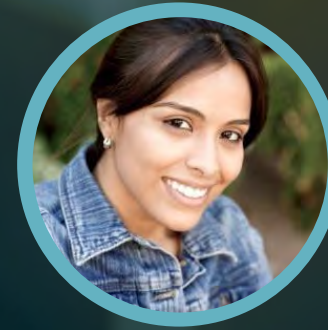
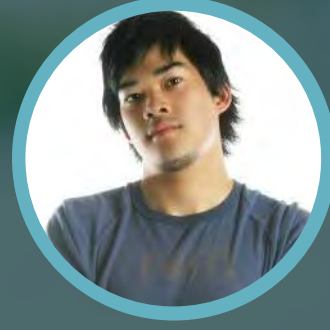
Yes

No

Remember: Fads and fashions change and not all minors are physically immature. In the next section you will learn that your best defence is to check identification carefully. It's the only way to really know!

Practice Your Observation Skills

ANSWER: THEY COULD ALL BE MINORS!!



Remember: Fads and fashions change and not all minors are physically immature. In the next section you will learn that your best defence is to check identification carefully. It's the only way to really know!

