**Annexure 3: “We sell, serve and supply alcohol responsibly!”- Our establishment policies**

We request all the patrons to be aware of our alcohol service policies:

1. We do not sell, serve or supply alcohol to children below the age of 18 years
2. We ask for age identification for customers who appears to us younger than 18 years
3. We do not sell, serve or supply alcohol before 1 pm everyday
4. We do not sell, serve or supply alcohol on Tuesday
5. We do not sell, serve or supply alcohol after 10 pm
6. We do not sell, serve or supply alcohol to intoxicated customers
7. We do not promote alcohol advertisement on our establishment
8. We will seek help of police if any customers exert pressure on our staff that contravenes any of the above policies

Management

**Annexure 4: Alcohol Service Notification- Sell, serve and supply alcohol responsibly**

1. Sale of alcoholic beverages is prohibited to children below the age of 18 years
2. Sale of alcoholic beverages is prohibited till 1 pm
3. Sale of alcoholic beverages is prohibited on Tuesday
4. Sale of alcoholic beverages is prohibited after 10 pm on days of the week
5. Sale of alcohol in the establishments is liable for prosecution for promoting public intoxication
6. Advertisement of alcohol products in the establishment is prohibited

Any violations will be liable for penalties and prosecution.

**Annexure 5: Alcohol Policy Toolkit- “Sell, Serve and Supply Alcohol Responsibly”**

**Introduction:**

The social burden and the loss of productivity due to alcohol could foreseeably offset the benefits perceived due to alcohol trade in Bhutan. To address the serious social harms caused by alcohol, existing alcohol policies including productions, sales and public education must be diligently implemented by the concerned stakeholders.

Bhutan Penal Code 2004 and other regulatory alcohol policies of the Ministry of Trade and BICMA govern alcohol services. Prohibition of alcohol sales: to children below 18 years (1989), before 1 pm, after 10 pm, on Tuesday (1999), pertains to promoting environment for responsible alcohol serving, selling and supply practices in licensed establishments (bars, hotels, lodges, restaurants) and any other vendors where alcohol is available.

**Role of licensed establishments:**

It is essential that establishment owners, managers and staff are familiar with the laws and policies guiding alcohol services. Establishments have significant responsibility and liability in selling, serving or supplying liquor. Establishment owners, managers and staff should be fully informed to ensure that alcoholic drink is not served to children 18 years or younger, honor timing for alcohol sales by restricting daily alcohol sales before 1pm and after 10 pm in the establishments, no alcohol on Tuesday, and restrict sale of alcohol to intoxicated customers at the establishments. These policies not only aim at reducing alcohol related harms to the society and the patrons, being informed about these rules will avoid civic litigations and penalties related to over service offences.

The following brief provides information on improving serving, selling and supply practices in licensed establishments:

**Observing alcohol trading hours:**

Establishments must be aware of the trading hours and the service practices. Alcohol should not be served, sold or supplied during the restricted hours (before 1 pm and after 10pm) and dry day (Tuesday) anywhere on the premises of the establishments. Observe the following practices during the restricted hours or day of sale:

* Do not sell, serve or supply alcohol beverages in the restaurants or in cubicles or behind the curtains
* Do not sell, serve or supply alcohol in the hotel rooms
* Do not sell, serve, supply or trade alcohol outside from the establishment
* Do not engage in any deceptive practices such as serving alcohol in coffee mug, using other bottled beverages for alcohol or create a separate room or cubicles to serve alcohol

**Dealing with underage children:**

According to Section 390 of the Bhutan Penal Code 2004, it is an offence to serve alcohol to children who have not attained the age of 18 years. By refusing alcohol to underage clients, establishments not only prevent litigations, they can improve their social image as responsible agents engaged in reducing underage drinking. The following are some tips to recognize and handle underage clients in your establishment:

1. If you suspect a client as an underage, always ask his/her age. Explain that your establishment’s policies require to do age identification of the underage or underage-looking clients.
2. Ask the client to produce a document such as citizenship card to verify the age.
3. If the client has no ID or ID shows underage, politely but firmly decline alcohol service.
4. If the buyer is an adult and accompanied by an underage child, inform the client that the client is not allowed to share alcohol to the underage client.

**Dealing with intoxicated clients:**

Selling, serving and supplying alcohol to inebriated customers can be implicated for promoting public intoxication. According to the Bhutan Penal Code 383, public intoxication is an offence. There are two ways to encounter intoxicated customers in licensed premises: a customer can get drunk at the establishment or can walk in drunk. Both the situations require prohibition of alcohol services. Tips to recognize an intoxicated customer are:

1. You can observe a customer is drunk from the gait, speech or the behavior.
2. An obviously intoxicated customer sways while attempting to stand still, slurs or trips over words or speak very slowly and deliberately, falls off a stool or chair, goes off to sleep or becomes overtly excited and annoys staff

Drinking gives a sense of power and a false sense of security and often put people on the defensive. Remember that while dealing with intoxicated customers, you are no longer dealing with the logical, rational person because judgment is the faculty affected. A few tips to handle intoxicated customers are:

1. Explain that your establishment policies and the Bhutan penal code do not permit alcohol services to drunken customers. Explain that both establishment and the person are liable for penalty by the law.
2. Be courteous and avoid confrontation. Politely but firmly refuse alcohol service to a drunken customer.
3. Don't make statements that will embarrass or provoke a customer, such as "you're drunk", or "you've had too much". Instead offer supportive statements such as “we are all like a family member, we worry about our clients”.
4. Chat briefly with customers to help determine their sobriety. If the intoxicated person is part of a group, suggest to a sober member that the person be taken home (not allowed to drive home).
5. Slow the frequency of service down when a customer orders rapidly.
6. When a customer begins to show signs of intoxication, stop the service.

**Handling customer pressure:**

Clients may be non-cooperative and sometimes may encounter unpleasantevents. A customer may insist to be served alcohol and intoxicated customers may get into argument with the staff. Tips to handle non-cooperative customers include:

1. Train your staff to handle customer pressure and to manage customer’s abusive conduct.
2. If the customer is non-complaint or becomes aggressive and violent, seek help of the police
3. Record any difficult events for future record
4. Share lessons learnt from handling such cases with the other staff of the establishment

**Dealing with other general clients:**

Establishments may require explaining alcohol policies displayed to the patrons**.**  Every staff member has to be ready to answer these questions. Staff should have the competence and skills to manage problem behavior among the patrons in addition to training on refusing services.

1. Be clear in explaining the policies of the alcohol services at your establishment.
2. Always be polite but firm in refusing alcohol services.
3. Explain to your staff how to handle difficult clients.
4. Emphasize methods on how to deal with the special challenges of handling underage, known customers, friends and peers.
5. Always immediately document in your log book about difficult clients or events that your establishment had to handle.

**Alcohol advertisement:**

Display of any information that overtly or subtly promote alcoholic brands or specific industry is promotion of alcohol. Promotion of any alcoholic beverage representing international or domestic alcohol industries at the establishments are liable for promoting alcoholic drinks as per the *Rule 2.12c* of the Rules on Content, BICMA 2010.

**Compliance checks:**

The inspectors from the Department of Industry and the Royal Bhutan Police perform adhoc compliance checks to monitor the practices in the establishments or may act on information from the informants. Any violation will lead to imposition of penalties or prosecution.

**Violation penalties:**

It is important that establishment owners, managers, and staff are aware of violation penalties. Penalties vary ranging from payment of fine to cancellation of license and imprisonment. The following are a summary of penalties:

|  |  |
| --- | --- |
| **Violation type** | **Penalty** |
| Late closure of bars ( first offence) | Nu.5000 |
| Alcohol service on Tuesday or before 1 pm (first offence) | Nu. 1000 |
| Underage alcohol service ( first offence) | Nu.500 & six months license suspension and one year imprisonment as per the Child Protection Act of Bhutan |
| Repeat offence of any above violations | Cancellation of license |
| Alcohol service to intoxicated customers | Prosecution |
| Advertisement promoting alcoholic drinks | Prosecution |

**Manager’s supervisory policies:**

Manager should ensure that employees are trained on establishment policies, laws and penalties related to violation of alcohol polices. A few tips for managers and owners to support their staff are:

1. Organize routine staff meetings to ensure repetition and reinforcement of practices in the establishments.
2. Discuss the past lessons of handling customers.
3. Check whether staff is aware of the policies.
4. Ensure that new staff is compulsorily oriented on the establishment policies.
5. Always be supportive of the staff when handling clients in the establishment.

**Unusual occurrence log:**

Unusual occurrences include age-restricted purchase attempts, customer abusive conducts when alcohol service is declined.

1. Always document such incidents as soon as it occurs
2. Include the] customer’s name, date, time, description of the event, and whether purchase attempt was successful.
3. Sign the record by the staff and the the manager/owner

The documentation will be a proof that your establishment is making efforts to promote good serving, selling and supply practices.