**APPENDIX 1: Mystery shopping observation instrument**

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| **SECTION A: SHOPPER INFORMATION** | | |
| **Q.No.** | **Questions and filters** | **Observation** |
| **A.1** | Shopper ID |  |
| **A.2** | Shopper category | Sober adult  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;5 16% of hospital deaths in 2009 were due to alcohol liver disease.6 Over the last decade, approximately 7% of road accidents were related to alcohol use.7 Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.3  The social burden and the loss of productivity due to alcohol could forseeably 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 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. 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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. 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. 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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 One year imprisonment | | 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 the 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  Pseudo-intoxicated adult  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. 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|  | **SECTION B: ESTABLISHMENT INFORMATION** | |
| **B.1** | Establishment ID | ……………… |
| **B.2** | Day of visit | ……………… |
| **B.3** | Time of visit | AM  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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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 BICMA act.  **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 One year imprisonment | | 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 the 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  Restaurant  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;5 16% of hospital deaths in 2009 were due to alcohol liver disease.6 Over the last decade, approximately 7% of road accidents were related to alcohol use.7 Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.3  The social burden and the loss of productivity due to alcohol could forseeably offset the benefits perceived due to alcohol trade in Bhutan. 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| **B.5** | State of ventilation of the establishment | Poorly ventilated  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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| **B.9** | Size of the establishment | Number of tables……….  Number of chairs……….. |
| **B.10** | Client occupancy at the time the attempt to purchase an alcoholic drink was made | Number of tables occupied……..  Number of chairs occupied……... |
|  | **SECTION C: ALCOHOL SERVICES** | |
|  | **Questions and filters** | **Observation** |
| **C.1** | Person from whom you attempted a purchase of an alcoholic drink | Manager/owner  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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| **C.2** | What was the gender of the server? | Male  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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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. 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. 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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 BICMA act.  **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. 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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 |
| **C.3** | Approximate age of the server? | Above 30 years  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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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. 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. 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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 BICMA act.  **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. 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A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;5 16% of hospital deaths in 2009 were due to alcohol liver disease.6 Over the last decade, approximately 7% of road accidents were related to alcohol use.7 Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.3  The social burden and the loss of productivity due to alcohol could forseeably offset the benefits perceived due to alcohol trade in Bhutan. 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| **C.4** | Alcoholic beverage asked for? | Beer  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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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. 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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 One year imprisonment | | 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 the 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  Hard drinks  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;5 16% of hospital deaths in 2009 were due to alcohol liver disease.6 Over the last decade, approximately 7% of road accidents were related to alcohol use.7 Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.3  The social burden and the loss of productivity due to alcohol could forseeably 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 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. 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. 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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  Other liquor types  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;5 16% of hospital deaths in 2009 were due to alcohol liver disease.6 Over the last decade, approximately 7% of road accidents were related to alcohol use.7 Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.3  The social burden and the loss of productivity due to alcohol could forseeably 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. 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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. 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. 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| **C.5** | Did the server willingly agree to serve the alcoholic drink when you attempted purchase? | Yes ( Proceed to C.10)  No ( Proceed to C.6) |
| **C.6** | What did the server ask inquire about? | Age identification  **Introduction:**  Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;8 a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.9  Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. 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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 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. 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 BICMA act.  **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 One year imprisonment | | 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 the 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 |
| **C.9** | What was reason for refusal to serve alcohol? ( Check all that apply) | Underage  Prohibited hour of operation  Prohibited day of operation  Excessively intoxicated  Direct refusal ( no reasons explained) |
| **C.9** | What was the reaction of the server when you cancelled the request for the alcoholic drink? | Did not seem to care  Appeared irked but did not say anything  Appeared irked and complained |
| **C.10** | Was the following signage/information displayed in the establishment?   1. Alcohol not served for children 18 years and below 2. Alcohol not served before 1 pm 3. Alcohol not served on Tuesday 4. Alcohol not served after 10 pm 5. Alcohol not served to intoxicated customers 6. Prohibiting of advertisement promoting alcoholic drinks 7. Smoking prohibition | Yes No |
| **C.11** | The nature of the display of the above stated signage/information was: ( Check all that apply) | Displayed prominently  A part of information was obstructed by an object  A major part of information was obstructed and not readable |
| **C.12** | How busy was the establishment when you attempted purchase of alcoholic drink? | Idle  Engaged but not busy  Very busy |
|  | **SECTION D: CLIENT OBSERVATION** | |
|  | Questions and filters | Observation |
| **D.1** | Did you observe any obviously intoxicated customers in the establishment? | Yes  No |
| **D.2** | How many obviously intoxicated customers did you observe? | ………… |
| **D.3** | Of the obviously intoxicated, how many could have been younger than 18 years? | …………. |
| **D.4** | Of the obviously intoxicated customers, how many could have been 18 years or older? | ………… |
| **D.5** | Did you observe that the obviously intoxicated customers were served alcohol in the establishment during your purchase attempt? | Yes  No |
|  | **SECTION E: GENERAL COMMENTS** | |
| **E.1** | Do you have any other observations that were not covered above? | ………………………………………………………………………………………………………………………………………………………………………………………. |