

June 2012

Madison Responsible Retailing Forum Report # 5: January – May 2012

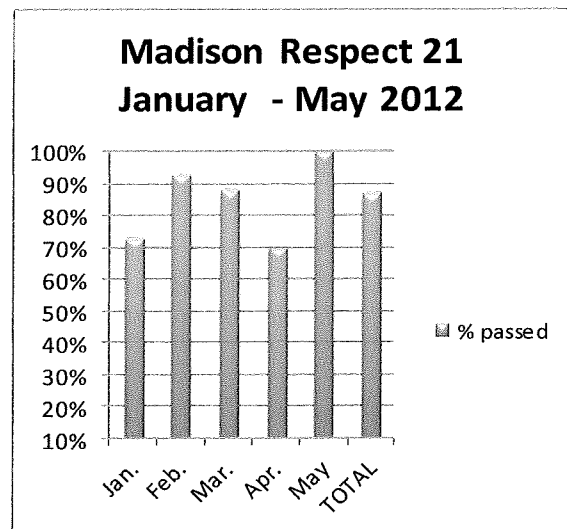
In this Report:

- *Mystery Shop Results*
- *Why Underage Sales Occur*
- *A Message from Mark Woulf, Alcohol Policy Coordinator, Office of Mayor Paul R. Soglin*

Mystery Shop Reports

Over the past five months, the Pass Rates (i.e. Green Card rates) for participating Madison RRF licensees were 73%, 93%, 88%, 70% and 100% respectively, with a total of 87% for the five-month period. This is an increase from the 79% green card pass rate from the last reporting period.

An 87% Pass rate is high—but this rate still exposes licensees and staff to sales-to-minor violations. It is important to remember that ID-checking can vary within individual establishments, and within the entire community, through-out the year. Each Mystery Shop visit involves different staff, different customers, and different conditions for clerks, wait staff and bartenders to react to. *Remind staff continually how important it is to check IDs for every customer who appears to be under the "trigger age" for an ID check.* Failing to check IDs consistently puts licensees, and their staff, at risk for the penalties imposed by state law.



Why Underage Sales Occur

For over 10 years, researchers with RRF have been asking the same questions that have been driving owner-operators and managers crazy: *Why do staff fail to check IDs?*

If clerks and servers have never been given training, the fault lies squarely with management: *Telling staff what to do—and the punishment for not doing it!*—simply isn't the same as *training staff* in how to ask for an ID in a non-confrontational manner, how to determine if an ID is authentic, etc. But even well-trained staff are prone to not check IDs.

In a study that interviewed over 1200 clerks and 225 managers with a large multi-national gas station / convenience store chain, both staff and managers showed that they fully understood the laws and penalties for sales to minors and that they would be terminated for selling to minors. Managers and clerks expressed that they genuinely did not want to sell to underage customers and (to the surprise of the research team), they believed that their co-workers, store managers and corporate managers all shared their beliefs. This level of commitment was impressive. But Mystery Shop inspections of all chain stores (similar to the Mystery Shops conducted by RRF) showed that staff failed to check IDs with young, unfamiliar customers over 20% of the time!

Why do trained and motivated staff fail to check IDs? Inattention! Whether staff are trying to do too many things at once (ringing up purchases, monitoring customers in the store, overseeing deliveries), or simply daydreaming, they fail to focus on the customer in front of them. (This is the same root cause for industrial accidents.)

If, in most cases, sales to minors are a "crime of inattention" (as former director of alcohol law enforcement for North Carolina, William Chandler Ph.D. terms it), what can owner-operators and managers do? The answer is: Remind staff continually about checking IDs. The same study cited above found that in stores within the chain that performed the best in checking IDs, clerks reported that managers talked to them about preventing underage sales "all the time."

A Message from Mark Woulf, Alcohol Policy Coordinator, Office of Mayor Paul R. Soglin:

"Twice a year the City of Madison conducts a free training session for managers and employees for bars and restaurants. These Tavern Safety Training sessions provide not only valuable information for both management and staff, but also assist in opening the line of communication between our licensed establishments and many different city departments that offer a wealth of knowledge. I want to thank all of you that contributed to a large turnout in our Winter session, and encourage all to keep looking for our Fall session. If you have any questions at all, as always, feel free to call me at 264-9295."

Regards,
Brad Krevor, RRForum

To learn more about the Madison RRF, contact Maureen DeJong of RRF or Josh Baculik of Frank Beer. Their contact information is:

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Mystery Shopper Report

In your recent Mystery Shopper inspection, staff correctly checked IDs:



The details

- Store:
- Address:
- Date and time:
- Name (or description) of the employee:
- Result:

**You passed!
Congratulations!**

Dear Respect 21 Participant,

Do you know if your employees are following your establishment's policy by checking customer IDs when selling or serving alcohol? The RRForum is pleased to provide you with your first Mystery Shopper Report under the Respect 21 Responsible Retailing Program brought to you by Miller Coors. The Mystery Shopper Program gives you and your employees feedback on your establishment's actual performance.

Now What?

No matter whether your establishment passed or failed, your *Monthly Mystery Shopper Report* is a reminder to talk again to your staff.

Use the enclosed guide, "How to Talk to Your Employees," to help you cover all of the key points. Remember: You should talk to all of your employees about the Report, not just the employee who was tested!

Thank you for your continued leadership in helping to reduce underage access to alcohol! Please contact Maureen DeJong (mdejong@rrforum.org, 508-954-7746) if you have any questions or comments.

Sincerely,


Brad S. Krevor,
RRForum Director



Mystery Shopper Report

In your recent Mystery Shopper inspection, staff didn't ask for an ID:

The details

- Store:
- Address:
- Date and time:
- Name (or description) of the employee:
- Result: 



Dear Respect 21 Participant,

Do you know if your employees are following your establishment's policy by checking customer IDs when selling or serving alcohol? The RRForum is pleased to provide you with your first Mystery Shopper Report under the Respect 21 Responsible Retailing Program brought to you by Miller Coors. The Mystery Shopper Program gives you and your employees feedback on your establishment's actual performance.

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