

# Mandatory Carding



Beginning July 1<sup>st</sup>, it will be mandatory to card everyone who makes an alcohol purchase for carry out. Although some news reports have stated mandatory carding for "everyone under 50", the law is clear - **mandatory carding for everyone**. Every retailer must comply, including drug and grocery stores, as well as restaurants/bars for carry out.

## Mandatory Carding Recommendations:

- Start mandatory carding before the deadline.
- Post a sign at counter and entrance to prepare customers prior to implementing
  - IABR has signage available
- Consider a letter from the owner informing customers of the change and asking their support in helping you be in compliance.
- Prepare your “regulars” in advance
  - By starting before the deadline you can give your regulars a warning before you refuse service to a good customer and empower your clerks to be discretionary in order to serve some without ID before it is required by law.
- Train employees
  - Make sure your employees understand WHY.
    - Discuss the failure rate in the compliance checks
    - This is one more step to keep alcohol out of the hands of minors
    - When it is a habit, clerks won’t “forget” to card when they are busy
    - Clerks won’t make a bad judgment call on a guest’s age
  - Be polite even if customers are upset
  - If you have to refuse service, don’t be judgmental, use empathy. Continue to repeat recommended statements and the customer will tend to eventually understand.
  - Look the customer in the eye, and continue to repeat yourself if necessary
  - Use statements like:
    - *“Our company policy doesn’t allow me to serve you alcohol without an ID.”*
    - *“It is against the law for me to serve you alcohol without an ID.”*
    - *“I know this is frustrating, but we have to follow the law.”*
    - *“I know you’re upset, but carding everyone helps us to never serve a minor.”*
    - *“I’m sorry, but I could get fired if I serve you.”*
- Monitor employees to determine they are in compliance.
- Be supportive of the law and the need to do everything to keep alcohol out of the hands of minors.
- Owners and managers should be available in the beginning to handle difficult customers.
- Although it can be difficult at first, store owners who have already implemented mandatory carding indicate customers comply after an initial introductory period.

If you have any questions please contact the IABR staff: Debbie Scott 317.673.4211, 888.838.4227 dscott at lmvconsulting dot com.