



FOUNDATION FOR  
ADVANCING ALCOHOL  
RESPONSIBILITY



# Responsible

RETAILING

## Responsible Retailing Initiatives

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The Foundation for Advancing Alcohol Responsibility (Responsibility.org) and the distilled spirits producers that fund it are committed to eliminating drunk driving and underage drinking and promoting responsible decision making regarding beverage alcohol.

An important part of this strategy is an ongoing effort to reach of-age consumers as well as underage youth at the point of sale. The majority of youth obtain the alcohol they drink through social sources such as their parents, siblings and friends. At the same time, however, each tier of the beverage alcohol industry has a commitment to the responsible sale and/or service of beverage alcohol. To this end, each of the programs that follow is designed to increase awareness of the negative consequences of drunk driving and underage drinking, reinforce legal purchase age laws and encourage community engagement regarding alcohol responsibility.

### Cops in Shops Program

The *Cops in Shops* program brings law enforcement, beverage alcohol retailers and other community stakeholders together to collaboratively prevent underage youth from illegally purchasing beverage alcohol and also prevent adults who legally purchase alcohol and illegally provide it to minors. Responsibility.org has implemented this program in all fifty states and Washington D.C. in the United States.

### Responsible Host and Consumer Pledge Campaign

National beverage retail chain Total Wine & More and Responsibility.org joined in an effort to promote responsibility to Total Wine & More consumers by encouraging them to make a pledge to be a responsible host and/or consumer. Post-campaign assessment found the initiative to be an effective way to increase awareness about alcohol responsibility. Delivered via e-commerce communications and in-store promotion, Total Wine & More consumers' awareness of responsibility increased and they reported they were likely to be responsible hosts and consumers in the future.

### Point of Sale Initiatives

Another type of initiative brings retailers, wholesalers and producers together to create, distribute and post in-store signage highlighting the industry's commitment to fight underage drinking and remind adult customers to obey legal drinking age laws and not provide alcohol to minors. Creative signs, slogans and conversation starters are used to increase awareness of the negative consequences of underage drinking among the retailer's adult customers.

# Foundation For Advancing Alcohol Responsibility

## Cops in Shops

Cops in Shops® is an innovative and simple to implement program designed to assist law enforcement, beverage alcohol retailers and other community stakeholders in their efforts to stop underage persons from illegally purchasing and/or accessing alcohol from retail establishments. This tested and proven program works to deter, interdict and when/as necessary apprehend underage youth who either attempt to purchase alcohol using fraudulent and/or altered identification or those individuals who are legally able to purchase alcohol and then illegally provide the alcohol to minors. The program was developed in 1992 and since its inception it has been successfully used throughout the United States.

We are proud to be able to provide a variety of programs such as *Cops in Shops*® that assist and enhance the fight to eliminate drunk driving and underage drinking.



For information about  
the program visit:  
[www.responsibility.org](http://www.responsibility.org)



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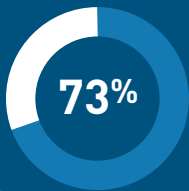




Among those aware of the campaigns

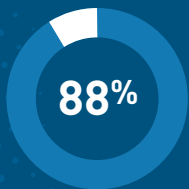
# 16%

Favorability increased 16% from pre- to post-campaign.



## FEEL FAVORABLE

toward a retailer who promotes responsible consumption and hosting.



## LIKELY TO SHOP

at a retailer who promotes responsible consumption and hosting.

# 77%

of consumers aware of responsibility campaigns say the initiative is likely to influence their future decision about responsible consumption and hosting.

# RESPONSIBILITY Pledge Campaigns

Any retailer – with one store or a hundred – that sells beverage alcohol should be engaging their customers regarding alcohol responsibility on a regular basis.

Working with Responsibility.org, national beverage retail chain Total Wine & More created a summer pledge campaign to encourage customers to be responsible hosts and consumers. Designed to increase awareness of alcohol responsibility and highlight responsible consumption, the pledge focused consumers on their own drinking as well as respecting the choice of others, including not to drink. Pledge campaigns can be especially timely when tied to holidays or celebrations, or as seasonal campaigns.



Total Wine & More used e-commerce to alert their customers to the campaign and encourage them to take the pledge. The pledge was also posted on their website and posted on social media platforms. The pledge campaign was reinforced with in-store signage, and pledge cards were available at checkout.



# RETAIL POINT OF SALE Initiatives

Point of Sale initiatives provide an opportunity for the beverage alcohol industry to stand together against underage drinking. Working together, producers, wholesalers and retailers can each play a role in increasing the community's awareness of the problem of underage drinking.

Signage, in-store displays and conversation starters can engage customers in a conversation about community efforts to eliminate underage drinking. Media outreach tied to the point of sale initiative can also expose the larger community to the industry's efforts to fight underage drinking and expand relationships with other community stakeholders.

Humor is a key ingredient in point of sale messaging, as well as direct reminders of the laws governing the sale and/or provision of alcohol to youth. Signage can also reinforce local traditions, use local sayings and iconography to draw attention to the important messages.



*Humor is a key ingredient in point of sale messaging.*

Learn more  
**ABOUT**

**WE DON'T SERVE TEENS**

"We Don't Serve Teens" (2007), "Don't Even Try" (1999), the "Pop-Culture" campaign (2000), and "65%" (2004) are all examples of successful research-based point-of-sale initiatives.



65% of kids  
get the alcohol  
they drink from  
family and  
friends.

# WE DON'T Serve Teens

Culturally sensitive adaptations of these materials in Spanish have also been part of Responsibility.org's efforts to support retailers in areas with high Latino populations.



From the original "Here's Looking at You, Kid" materials to the most recent "We Don't Serve Teens" campaign developed in collaboration with the U.S. Federal Trade Commission, millions of pieces have been distributed free of charge to hundreds of thousands of retail outlets across the nation.





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