

Serve Right – Manager

Welcome to Serve Right: Responsible Beverage Service. As this course unfolds, it will become apparent that issues and challenges connected with the sales and service of alcoholic beverages faced by those of us working in the hospitality sector vary greatly from one establishment to another. Clearly, we do not all cater to the same clientele, do business in the same locale, or work in the same types of establishments. You are strongly encouraged to participate actively by reading the materials thoroughly and completing the various activities throughout the course to ensure that the specific challenges you may have are addressed.

This program has been designed to help servers and staff to succeed in a dynamic market. Laws and public attitudes have changed over the past few decades, as have the tastes and demands of many guests. Good business strategies and acceptable practices in alcohol service are constantly transforming. People who serve or provide alcohol must understand their part in the industry's response to this dynamic business environment. To reflect the current landscape, the program includes content on responsible beverage service and cannabis, energy drinks, and other surrounding factors that may increase the element of risk. This program will help you better understand responsible service procedures, facts and trends connected with alcohol sales, alcohol consumption, and the law. You will consider factors concerning the types of beverages you promote, the pricing structure, the food menu, the image you wish to promote with guests and the relationship between your staff and the people they serve. You will also develop Responsible Beverage Service Policies and Procedures in relation to your overall business plan. This program will help you understand new approaches and alternatives to alcohol sales and service. Your program certificate is valid for three years from the date of completion.

Program Goal: To develop the skills and acquire the information needed to develop and implement Responsible Beverage Service Policies and Procedures in your establishment.

Course Objectives: By the end of this course, you should:

1. Understand how responsible service of alcoholic beverages may be incumbent on you as the licensee
2. Have learned about the complex array of factors that impact intoxication and impairment
3. Be able to implement new approaches, strategies, and alternatives to address trends in alcohol consumption responsibly while increasing the bottom line
4. Be able to develop and implement responsible beverage service strategies
5. Have started to develop a Responsible Beverage Service Policy document for your establishment