

# BEST PRACTICES FOR RESPONSIBLE EVENTS



Kentucky Distillers' Association members advocate a strict stance on responsible consumption of beverage alcohol. The distilleries that make up the Kentucky Bourbon Trail® experience have a commitment to preserving Kentucky's legendary distilling heritage and promoting a responsible consumption environment. These guidelines are to be used for all KBT Visitor Center events and KDA member-sponsored events.

## PLANNING & ACCOUNTABILITY

- Identify a point person for the event.
- Ensure that he/she is trained in these Best Practices, the KDA Code of Conduct, and preferably STAR or TIPS curriculum and is equipped to deal with any incidents.

## INCORPORATE RESPONSIBILITY INITIATIVES INTO CONTRACTS

- Designate measured pours.
- Include bar shutdown times/procedures.
- Have "ownable" elements – e.g. designate a safe ride partner.
- Plan for food to be available when appropriate (open bar, event lasting longer than two hours, etc.)

## EVENT PERSONNEL TRAINING

- Ask if they have received STAR, TIPS, or other certified training. If they have not been trained, offer to connect them to training resources.
- Ensure they have all of the proper licenses.
- Prior to the start of event, give staff orientation on type/measure of pours, intoxicated guest procedures, and shutdown procedures.

## COMMUNICATE RESPONSIBILITY MESSAGES

- Include appropriate moderation and mandatory statements.
- Include resources (e.g. responsibility.org, safe ride partner) on all POS and printed materials.
- Ensure all communications follow KDA Code of Conduct standards.
- Avoid phrases like "cocktail hour" - utilize Sip & Socialize, Networking Hour, Meet-up instead.
- Use KDA's official responsible consumption tagline (in development) in PSAs, digital, hashtags, radio, videos, signage, etc.
- Write and review wording guidelines for DJs, speakers, servers:
  - No references to "drunk" or "shots"
  - Include responsibility messaging in their remarks
  - "What can I get you to drink?" rather than "Can I get you a cocktail?"
- Announce last call with signage on the bar.

## UNDERAGE PERSONS

- Absolutely no alcohol is to be served to underage attendees.
- Check IDs for everyone entering the event footprint area.
- Do not allow attendees to leave premises with alcohol.
- Do not take branded pictures with underage attendees. If it's a family event, parents or guardians of legal age must be in branded pictures.

## UNDERAGE PERSONS (continued)

- If possible, identify or have organizer identify underage attendees as they enter event with something non-transferable (e.g. different color bracelet).
- Encourage servers to re-ID if a guest appears underage.

## PROVIDE A SAFE RIDE PROGRAM

- If attendees appear intoxicated, assist in facilitating transportation for them.
- Identify/sponsor designated drop-off/pick-up locations.
- Reward Designated Drivers.
- Partner with a safe ride partner (e.g. Uber, Lyft, cab or valet company).
  - Provide discount code.
  - Provide vouchers or gift cards.
  - Pay for drivers to be onsite.

## PREVENT OVERCONSUMPTION

- Discourage excessive consumption and require or actively encourage controlled serving of drinks by a responsible server.
- Ask staff to monitor guests for overconsumption and stop serving and follow intoxicated guest procedure when necessary.
- Consider requiring drink tickets, 1 per hour of event.
- Require standard pours for every drink and sample.
- Shut down alcohol service 30 minutes prior to the end of the event.
- Allow unused drink tickets to be entered into a prize drawing.
- Hire third party security service.

## PROVIDE NON-ALCOHOLIC BEVERAGES

- Serve a signature non-alcoholic "mocktail."
- Provide a non-alcoholic version of a branded cocktail.
- Provide plenty of access to non-alcoholic beverages.

## PROVIDE WATER STATIONS

- Provide water dispenser(s) at easily accessible stations.
  - Provide infused or flavored water.
  - Provide free water bottles.
  - Partner with water sponsor.

## PROVIDE FOOD

- Offer food at the same relative cost as drinks – there should be free food when free drinks are being served.
- Plan pour amounts and cocktail sizes according to the food accessibility.