



# ALCOHOL RESPONSIBILITY VISITOR CENTER BEST PRACTICES

Alcohol responsibility is vital to promoting positive brand experiences and maintaining the long-term health of the Kentucky Bourbon and distilled spirits industry's communities, businesses, consumers, and employees. That's why KDA members demonstrate a commitment to alcohol responsibility by respecting non-drinkers and intentionally working to prevent overconsumption, underage drinking, and drunk driving in visitor centers' daily practices.

The best practices below are expectations that distillers should seek to meet before and after obtaining KDA membership, as they represent a general baseline for alcohol responsibility within KDA members' operations. KDA's Responsibility Code of Conduct and Responsibility Checklist for Events also provide guidance for members and complement the suggestions below.

## TICKETING

- Post information about ID checks online and in visitor centers
- Check every guest's ID, regardless of age
- Confirm age using ID verification scanners
- Differentiate underage persons and designated drivers to prevent participation in tastings
- Include a brand moderation statement and local transportation information in confirmation emails for online ticket purchases to encourage visitors to plan ahead

## TASTINGS

- Measure pours and limit tasting to 1.75 ounces per guest [KRS 243.0305]
- Provide underage guests a non-alcoholic beverage
- Share responsible consumption tips
- Display proofs/ABVs for all by-the-drink sales
- Have an intoxicated guest policy that employees can follow, when necessary
- Provide easy access to water and premium non-alcoholic beverage options
- Provide easy access to high protein packaged food

## GIFT SHOP

- Post "warning to minors" signs in the gift shop
- Don't engrave bottles intended (or that appear to be intended) to be a gift to a minor
- Provide free educational materials on responsible consumption, underage drinking, and drunk driving from sources like KDA and the Foundation for Advancing Alcohol Responsibility (FAAR)

## SAFE RIDES

- Provide recognition for designated drivers!
- Ensure all guests have options for a safe ride home, providing discounts to Uber, Lyft, etc. when available
- Provide information about local safe ride companies – online and in the visitor center

## SAFE RIDES (continued)

- Partner with tour companies to facilitate driver-visitor center communication about intoxicated guests
- Don't serve bus drivers

## EMPLOYEE TRAINING

- Ensure all employees serving and selling alcohol are STAR trained [KRS 243.0305]
- Incorporate your brand's responsibility position into Employee Handbook and Training
- Have General or Bar Managers regularly maintain an incident log to record customer incidents like overconsumption, fights, underage attempts to purchase, etc.
- Ensure employees communicate about incidents and serving concerns between shifts

## COMMUNICATION

- Incorporate responsibility talking points in tour script
- Prominently place brand moderation statements on tasting room signs, recipe cards, napkins, coasters, receipts, gift shop bags, and other items visitors see throughout the tour
- Encourage visitors to explore your website for more information about your brand's social responsibility, environmental sustainability, and community engagement efforts after they leave

## COMMUNICATION – CONTENT

- By end of the tour, visitors should be familiar with
  - Brand moderation statements
  - Respect for the choice not to drink
  - Role of effective hosting tips in creating a better drinking culture