

Course Description

The *Serve Right* Responsible Beverage Service program has been designed to help hospitality businesses compete and prosper 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.

The program is also about managing your bottom line while implementing best practices in the sales and service of alcohol.

Program Benefits

This program will help you understand new approaches and alternatives to alcohol sales and service.

- Improve profits by discovering strategies to benefit from the market segments that are tending toward reduced alcohol consumption and more health-conscious alternatives.
- Learn the strategies that industry leaders are using to keep their alcohol service responsible and safe while maintaining or increasing profits.
- Bolster public and guest relations with the great majority of people who applaud efforts to reduce impaired driving.
- Learn techniques for keeping your business environment enjoyable for everyone with the possibility of increased business. You can reduce the number of occasions you and your staff have to deal with intoxicated guests.
- Learn how the level of impairment can be affected by combining alcohol with other substances such as cannabis, caffeine, prescription and non-prescription drugs.
- Keep your establishment from being among those involved in an increasing number of major liability suits against licensed establishments.

Implementation of this Program in Your Establishment

If you are a new licensee, the Nova Scotia Alcohol & Gaming Division requires completion of the Responsible Beverage Service program within six months of the date you receive your license; this includes the development and implementation of a Responsible Beverage Service program in your establishment.

These are suggested steps:

1. Managers attend a five-hour *Serve Right* Responsible Beverage Service *Manager* program or participate in the online *Manager* program.
2. Managers/Owners develop Responsible Beverage Service policies and procedures for their establishments.
3. Servers attend a three-hour *Serve Right* Responsible Beverage Service *Server* program or participate in the online *Server* program.
4. Managers implement and monitor the Responsible beverage Service program in their establishments.

Managers must first define policies and procedures for a Responsible Beverage Service program in their establishment and then assist in the training of their staff to follow these policies and procedures. Staff need to know how to prevent over-service and suggest alternative beverages which will result in increased business; as well as how to refuse service and deal with intoxicated guests. Communication and teamwork are the key elements to successful implantation of this program.