

Introducing The 21 Proof Training Program



A comprehensive training program designed for both on and off premises staff, featuring best practices for responsible alcohol service. The consequences of violations can be serious, resulting in costly insurance increases, injury, and lost revenues. Many local licensing authorities look favorably on comprehensive training program and a growing number of communities now mandate server certification. This training can assist you and your staff in taking action, establishing and reinforcing effective policies and procedures, and reducing risk.

21 Proof is tailored to address issues specific to on-premises and off-premises staff, as well as offering an evidence based best practices program designed for owners and managers.



Developed by experienced professionals in the field.

This comprehensive training featuring evidence-based best practices, was designed by professional trainers and facilitators in the areas of substance abuse prevention as a highly regarded substance abuse prevention coalition; Cambridge Prevention Coalition, in Cambridge, Massachusetts.

With over thirty years under their collective belts, and over 30 community partners including the Police Department and Providence License Commission, MSAPC has successfully developed an effective four hour training on responsible serving practices designed for bartenders, waiters well as managers and owners.

For the first time, this highly successful training is now available as a resource for alcohol providers outside of the Cambridge area. Call us today to find out you can take advantage of this highly effective training.



CALL 401.351.4300 ext 541 for more information

A Training Program Featuring Best Practices for Responsible Alcohol Sales and Service



Comprehensive Package

- Everything you need for effective training is included in a focused program tailored for your establishment and the community you do business in

Cost Effective

- Overall training costs run up to 20-30% less than comparable training packages
- Discount on insurance

Follow Up Support

- New employee trainings offered at regular intervals
- Mystery shoppers are available to supplement training in some areas



21 Proof SellingSmart

(Non-Pouring **Clerks/staff**)

This is a four hour training on responsible retailing Practices

Including; *Laws, I.D. Checking, assessing customer situations including levels of intoxication, and skills for managing difficult customers and refusing sales.*



(Non-Pouring **Owners/Managers**)

This two hour training on evidence-based point of sale and employee policy-related best practices.

Including: *Point of sale practices such as signage, ID Checking, calendars, incident reporting logs, checkout scanners and employee issues such as hiring practices, written policies, and employee incentives and accountability.*

Training manuals, a quarterly newsletter, and certificates of completion are included in the cost of training. Supplemental materials are available for purchase.

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21 Proof ServingSmart™

(Pouring Establishments)

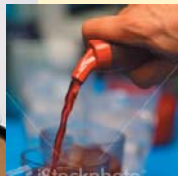
This is a four hour training on responsible serving practices and is designed for managers, bartenders, and waiters that serve alcohol. Including: *Laws, I.D. checking, assessing customer situations including diffusing skills, signs of intoxication, drink equivalencies and skills for managing difficult customers, and refusing sales.* Establishments that wish to get certified need to have 100% of management trained and 75% of staff. This involves the staff taking and passing an exam following the training.



Training manuals, a quarterly newsletter, and certificates of completion are included in the cost of training.



What People Are Saying About 21 Proof



“After failing compliance checks twice, I required every staff member to pass the 21 Proof training as a pre-requisite for employment. The difference in the quality of service we now offer is astounding.
Jack Nelson, Owner, Rusty Liquors,

“We were searching for a way to create and enforce effective policies in our three restaurants. The 21 Proof training improved the responsibility quotient of our staff, and allows us to offer consistent training to all new hires.” *Caroline Bessey, General Manager, Legal Seafoods, Boston, MA*

“If you shop on price alone, the 21 Proof training definitely stands out. For effectiveness, I believe there is no question as it was designed as part of a local alcohol abuse prevention solution.” *Tim Barnes, Commissioner, Licensing Control Board, Danvers, MA*

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Included in Training	
	Quarterly Newsletter Featuring Best Practices, Training announcements
	Certificate of Completion Personalized certificates for store display
	Training Manuals Manuals are designed to support training and include worksheets and a risk assessment tool.
Supplemental Items	
	Specialty Calendar Display the date that patrons must have been born on or after.
	Signage We Card, Be Prepared to Show ID, Increase the visibility and promote compliance
	Acceptable Forms of ID Promote compliance
	Incident Reporting Log Reduce risk by tracking unusual occurrences.