



Dedicated to entertaining East Lansing responsibly

Restaurant/Bar Owners Advertising & Safe Management Agreement

As cooperating restaurant/bar and associate members of the Responsible Hospitality Council, we agree to establish promotional and pricing practices that emphasize quality food, service, and entertainment, as opposed to practices that rely on cheap alcohol as an enticement. Furthermore, we agree to incorporate safe and responsible drinking messages in our advertising and promotion.

Additionally, we acknowledge that many of our patrons are young, inexperienced drinkers which requires that certain, specific safe management procedures be adhered to.

Specifically, we agree to comply with the following policies.

1. Emphasize the necessity of being 21 years of age and possessing a valid means of identification verifying age of 21 years or older to consume alcohol.
2. Utilize and emphasize phrases promoting responsible drinking, such as “please drink responsibly” and “think when you drink” in advertisements, point of sale promotional posters, and banners.
3. Refrain from discounting alcoholic beverages more than ½ off our establishments’ regularly posted prices. Violation of this management practice is viewed as promoting the overindulgence and irresponsible consumption of alcoholic beverages.
4. Promote and advertise food, entertainment and non-alcoholic beverage specials as much as alcoholic beverage specials.
5. Establish specific safe management procedures designed to address and discourage high-risk drinking and excessive levels of intoxication. For example:
 - Train floor and bartending staff to recognize signs of visible intoxication.

- Take a hard look at arriving customers and refuse admittance if they show signs of visible intoxication.
- Train floor staff, waitstaff, and bartenders to monitor consumption of drinks, observe and assess patrons' intoxication levels, and alert manager when excessive consumption is observed.
- Give special attention to assessing the level of intoxication of 21st birthday celebrants when they arrive and monitoring their consumption of alcohol when on premise.
- Train bartenders and servers to be on alert for orders for high numbers of liquor shots to one table. Manager should be informed and table should be heavily scrutinized for excessive consumption.
- Provide incentives for designated drivers such as free soft drinks, snacks, etc.