

# **Responsible Sale and Service of Alcohol**

**for the tourism, hospitality  
and retail industries**

**James Murphy**

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# Preface

*Responsible Sales and Service of Alcohol* has been developed for students and those working in the tourism, hospitality, culinary arts and retail industries who are involved in the sale and supply of alcohol, including those in supervisory and management positions. This book examines a wide range of topics associated with the sale and service of alcohol in the tourism, hospitality and retail industries. Its aim is to provide readers with a greater awareness of the effects of alcohol, and of their moral and legal obligations to act responsibly when supplying alcohol beverages or when dealing with alcohol misuse in their workplace.

## Alcohol in the modern world

Alcohol is a vital trading commodity in the world economy today; from the production to the marketing, distribution and sale, its economic influence is vast (NBWA, 2014). In many countries, the production and sale of alcohol is a very important part of the overall local economy, as the taxes and Government levies on it can be substantial (ICAP, 2004). Alcohol is widely available and it is consumed for many different purposes which include entertaining, special events, socialising and business events. Alcoholic beverages consumed responsibly can enhance healthy social interaction and increase relaxation levels. Unfortunately irresponsible or abusive consumption patterns can lead to dangerous outcomes, including anti-social behaviour, malicious damage, violence and health related problems. Alcohol has become such an integral part of the culture of so many societies that we sometimes forget to treat it with the respect and care attributed to other addictive and mood altering substances like drugs. It is therefore critical for all industries involved in the sale, service and marketing of alcoholic beverages to minimise these risks, and to operationalise a duty of care for their customers and employees, especially those under the age of 18 or who are intoxicated. The President of the International Bartenders Association maintains that prevention is the best defence (Lee, as cited in IBA, 2008). It is in the context of these challenges that establishments, industry bodies, drinks companies, governments, local communities and training providers in recent years have adopted community schemes and training programs, in a partnership approach, to raise standards in promoting the responsible sale, service, marketing and consumption of alcohol.

Employees and managers working across the tourism, hospitality and retail sectors can play a crucial role in supporting this work by encouraging their customers, colleagues, family and friends to enjoy alcoholic beverages in a responsible manner. Everyone can make a difference towards creating the environment that makes a workplace safe, secure and more sociable.

## Overview of the book

The chapters are each structured with specific learning aims and objectives, tables, illustrations and models of the significant issues in the topic areas. Chapter 1 introduces the major industries which benefit from the sale and supply of alcohol. It also outlines the impact of misuse and abuse across the community, and sets out the rationale for businesses to implement responsible service, sale and marketing practices for alcohol. Chapter 2 provides the background to the origin of alcohol and its role in modern society, and highlights the rates of consumption linked to this product. Chapters 3 and 4 explore the nature of alcohol, explaining its scientific composition, how it is produced, plus the general and some more specific effects of alcohol on the human body and its vital organs. These chapters also set out guidelines for safe drinking, and establish the strengths of alcoholic beverages and their impact on cognitive, sexual and sporting performances, including hangovers and the risk taking behaviours associated with alcohol consumption. Chapter 5 introduces the relationship between alcohol, health and well-being. It also sets out in detail the harmful and beneficial outcomes associated with alcohol consumption and the adverse reactions of consuming alcohol with prescribed medications or illegal drugs. Chapter 6 establishes the major requirements for management and employers regarding their legal and moral responsibilities when dealing with alcohol in the workplace. It also sets out specific policies to help them in assisting employees suffering from alcohol addiction problems to receive the necessary treatment and support. Chapter 7 looks at how to reduce the alcohol related crime and disorder caused by a small minority of individuals, which can harm the safety and security of employees, customers and society. The ways in which national governments, major industries and individual establishments have collaborated to reduce the negative health impacts of harmful drinking patterns through rigorous training programs, and agreed national standards for the marketing, sales and service of all alcoholic products are covered in Chapters 8 and 9. These chapters also identify best practice procedures and strategies which can be adopted to help individual establishments and large commercial operations to meet their obligations to serve alcohol in a responsible manner. Finally, Chapter 10 discusses the combined efforts of policy makers in creating regulatory and legislative structures



which contribute towards increasing the understanding of the benefits of moderate alcohol consumption at the individual and societal levels.

I hope that you enjoy reading, consulting and adopting the policies, strategies and best practices highlighted in this book. *Responsible Sale and Service of Alcohol* is dedicated to raising the awareness, knowledge and skills involved in selling, serving and marketing alcohol in a responsible manner for the tourism, hospitality and retail industries worldwide

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## About the author

James Murphy is the winner of numerous national and international industry awards, including World Champion for Elite Bartenders in 1993. A former Education Chairman of the International Bartenders Association (IBA), he has managed in the bar and beverage industry for over 30 years. James is coordinator of licensed trade development programmes, chairman and author of the BSc (Honours) degree course in Bar Management and Entrepreneurship. He holds multiple Masters Degrees in Hospitality Management and Higher Education, is an expert witness, serves as an external examiner across international tourism and hospitality programmes and currently lectures full time in the bar and beverage management area at the Dublin Institute of Technology, School of Culinary Arts and Food Technology.

### **Also by James Murphy**

*Principles and Practices of Bar and Beverage Management* (2013).

*Principles and Practices of Bar and Beverage Management: The Drinks Handbook* (2013).

*Bartenders Association of Ireland – A History* (1997).

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- The incredibly hard working team at Goodfellows Publishers Ltd for their support in the development of this book, especially Sally North and Tim Goodfellow.
- Governments, public service bodies, industry associations and community groups around the world whose collective work helps to develop policies and strategic programmes aimed at reducing alcohol related disorders and harmful consequences associated with abusive drinking patterns.
- Tourism, hospitality, retail and drinks companies and individual drinking establishments for their research and innovation in creating and implementing training programmes which help to create the awareness, knowledge and skills required to sell, serve and market alcohol in an enjoyable and responsible manner.
- The authors and researchers listed in the bibliography and web resources, whose work in the field of alcohol research is helping to build the knowledge base required by employers and managers to set high standards for the sale and service of alcohol.
- Last but certainly not least the picture credits. The author and publishers would like to thank the following for permission to reproduce copyright illustrative material: Figs. 1.2, [fau.edu](http://fau.edu); Figs. 2.1, 2.2, History of the alcohol and tobacco division; Figs. 2.3, 5.3, 6.1, 8.1, 8.2, 8.3 Wiki Creative Commons; Fig. 3.1 BNIC ©; Fig. 3.2 [stillcooker.com](http://stillcooker.com); Fig. 4.1 James Matthews, National Institute of Health,; Fig. 5.1 M. Häggström; Figs. 5.2 Student Wellness; Fig. 6.2 MMC; Fig. 8.5 Blomfield; Fig 10.1 Diageo; Fig. 10.2: Pernod-Ricard UK.
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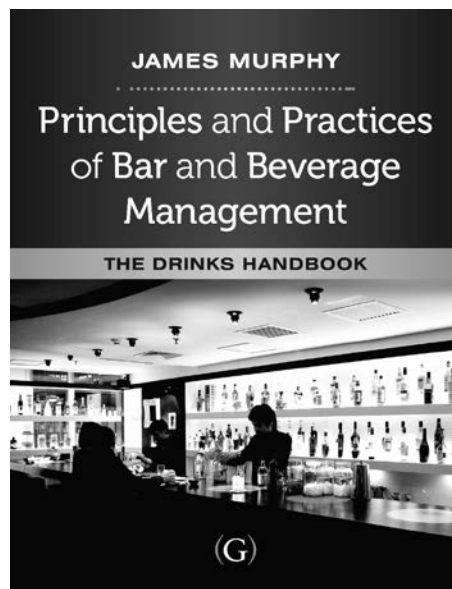
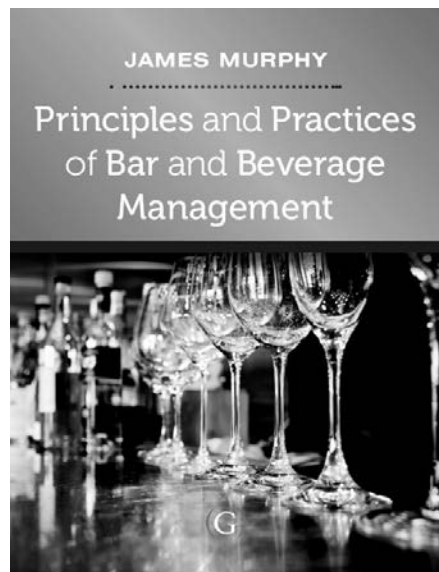
## By the same author

*The Principles and Practices of Bar and Beverage Management*, a comprehensive text and resource book providing a complete guide to every aspect of bar management; a well defined pedagogic structure; links to relevant web and audio-visual resources; coverage of all the key topics plus the technical skills and practices in the bar and beverage sector; over 200 explanatory illustrations and tables; and numerous examples and case studies from within the industry.

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