

# Liquor Service Standards:

## SECURITY AND IDENTIFICATION

From an outsider's perspective, the bar and hospitality industry often looks glamorous. So much money to be made and so much fun to be had. Yet when you look beyond the smiles and bright lights, the hospitality industry is a business like any other. One big difference is that bars and nightclubs sell alcohol, which makes them highly sensitive to security and age requirements.



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# THE HOSPITALITY INDUSTRY INCLUDES:

- *Neighborhood bars*
- *Sports bars*
- *Chain restaurants*
- *Nightclubs*
- *Casinos*

The requirements for bar and nightclub security are different than they were even 10 years ago. The laws are different and modern technology has made available fake IDs that are of far better quality than in the past. Some internet IDs can successfully pass through a scanning machine and websites like [Underground-review.com](http://Underground-review.com) provide reviews of websites that sell fake IDs.

Serving or selling alcohol to a minor can have disastrous implications for a bar owner or licensee, but what can be expected from security personnel? Please don't call them bouncers anymore; the job has grown-up and the bouncer is no longer wanted. A trained and certified security staff has become the industry standard. Training is essential to the job and bar management should incorporate a certified training program that covers safe alcohol service as well as non-violent intervention and industry specific security issues.

This message is not about teaching the proper way to check IDs; it is a lesson about the seriousness of the security person's role in a bar. Bar owners can no longer employ a brother-in-law to watch the door as a favor.

In my casework involving alcohol service to minors, the minors point their finger at the bar 100% of the time. Without fail, they say one of two things:

- 1) *The bar never checked my ID*
- 2) *The bar didn't check my ID properly.*

In some instances the bar staff has done everything they can reasonably be expected to do. In other cases the bar has fallen short of meeting industry standards. Proper training is the best strategy for bar management to reduce their risk exposure. With the continuous advancements in technology, counterfeit IDs will continue to be a major issue, but technology will also make it easier and more affordable to find appropriate training programs for bar staff.

It sure is a glamorous business isn't it?

## COMMON QUESTIONS THAT ARISE:

- How is security staff taught to properly check IDs?
- What does a reasonable effort look like today when fake IDs are prevalent and may successfully scan through high-end ID scanning machines?
- Does the purchase and use of the scanning machine constitute a reasonable effort?
- Is the role of security to escort patrons out of a bar only after an altercation has taken place?
- Is security responsible for identifying signs of intoxication?
- Should security be certified in one of the national certification programs for safe alcohol service?



# COMPONENTS OF BAR SECURITY TRAINING

*Identifying Signs  
of Intoxication*

*Proper Methods for  
Checking Identification*

*Responsible Service  
of Alcohol*

*Non-Violent Intervention  
Strategies*