



## ***It's Good Business: Responsible Beverage Service***

**Tourism Industry Association of New Brunswick**

*It's Good Business: Responsible Beverage Service* is a Tourism Industry Association of New Brunswick program outlining ways for businesses to ensure customer safety during and after their visit to a licensed establishment. The program provides strategies for creating an environment conducive to responsible determination of what is acceptable and what is not acceptable when it comes to drinking.

### **Server Program**

It is important for business owners to protect their investment and the safety of each patron. The awareness program for servers in licensed establishments combines information on responsible service of alcohol to patrons with techniques to ensure staff and customer safety.

### **Topics include:**

- Changing views and attitudes
- Liability risks
- Business strategies
- Alcohol effects
- Responsible service
- Dealing with intoxication

### **Management Program**

Intoxicated or impaired customers pose a risk both to themselves and to the licensed establishment where they consume alcohol. The Tourism Industry Association of New Brunswick's management program covers the same topics listed above while addressing issues specifically of concern to owners, managers and supervisors of licensed establishments. Topics include liability, documentation of incidents, and, ways to implement a responsible alcohol strategy.

For further information concerning participation in *It's Good Business: Responsible Beverage Service* programs, please contact:

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