



# American Craft Spirits Association

## TASTING ROOM BEST PRACTICES

Each ACSA member distillery, including its owner/founder/distiller/employees, are ambassadors for both our trade organization and the entire craft distilling industry. The responsible consumption of alcohol is vitally important to creating positive and memorable brand experiences. ACSA members must demonstrate a commitment to alcohol responsibility in their TTB and state compliant visitor centers/tasting rooms by respecting both drinkers and non-drinkers and proactively helping to prevent overconsumption, underage drinking, and drunk driving. The below general guidelines are the ACSA's suggested best practices for responsible alcohol consumption and sales at your distillery premises. Our Code of Responsible Practice and Digital Media Guidelines provides further guidance for members and complements these best practices.

### ONLINE TICKETING

- Check ID at distillery if purchaser appears to be under 30. Helpful information available at [We Don't Serve Teens](#)
- Clearly identify any underage persons to prevent participation in tastings.
- Include a moderation statement, as well as local transportation options, in confirmation emails for online ticketing purchases.

### FREE SAMPLING

- Always measure pours and limit the total free samples amount to your state-mandated maximum or 2 oz. if no state limit is in place.
- Provide access to water and non-alcoholic beverage options to underage guests and guests choosing not to drink alcohol.
- Provide access to food options, if legal.
- Display proofs/ABVs for each spirit provided for tasting.

### VISITOR CENTER

- Post "warning to minors" and "legal drinking age" signs in the gift shop, Consider posting signs in multiple languages as needed.
- Provide free educational materials on responsible consumption, underage drinking, and drunk driving. Materials are available from sources such as the Foundation for Advancing Alcohol Responsibility: [www.responsibility.org](http://www.responsibility.org) and most state government websites.

### DESIGNATED DRIVERS

- Provide recognition for designated drivers.
- Don't serve alcohol to bus drivers.

### DESIGNATED DRIVERS (continued)

- Try to ensure all guests have options for a safe ride home. Consider providing discounts or marketing arrangements with taxis, Uber, Lyft, etc.
- Provide information about local safe ride organizations—online and in the visitor center.
- Partner with tour companies to facilitate driver-visitor center communication about intoxicated guests.

### EMPLOYEE TRAINING

- Ensure all employees serving and selling alcohol have training on the responsible serving and sales of alcohol. An online resource is available at [Learn2Serve Online Training](#). This site offers a wide selection of certification courses that cover selling and serving alcohol.
- Have an intoxicated guest policy in place and incorporated into your employee training.
- Incorporate your brand's responsibility position in your Employee Handbook and training materials.
- Have visitor center manager maintain an incident log to record customer incidents with over consumption, fights, underage attempts to purchase, etc.

### COMMUNICATION

- Incorporate responsibility talking points in your tour script.
- Prominently place brand moderation statements on signs, table tents, recipe cards, napkins, coasters, receipts, gift shop bags, and other items visitors see during the tour and in the tasting room and gift shop.
- Encourage visitors to explore your website for more information about your brand's social responsibility, environmental sustainability, and community engagement efforts after they leave.