
Responsible Beverage Service Training From Theory to Practice

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Montgomery County, Maryland



- North of Washington, DC
- Over a million residents
- Minorities are a majority—140 languages
- About 1,200 licensed establishments
- Over 1,000 licensed events annually

Montgomery County, MD

- Control jurisdiction:
 - End of prohibition (1933)–Liquor Boards
 - Built-in environmental strategies:
 - Outlet density
 - 25 county-run liquor/wine stores:
 - Monthly manager meetings
 - Limited-hour off-premise spirit sales
 - State/county-specific Responsible Beverage Service (RBS) Training for staff

Control Jurisdiction
Frequently Asked Questions



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Responsible Beverage Service

ARTICLE 2B. ALCOHOLIC BEVERAGES TITLE 13 ALCOHOL AWARENESS

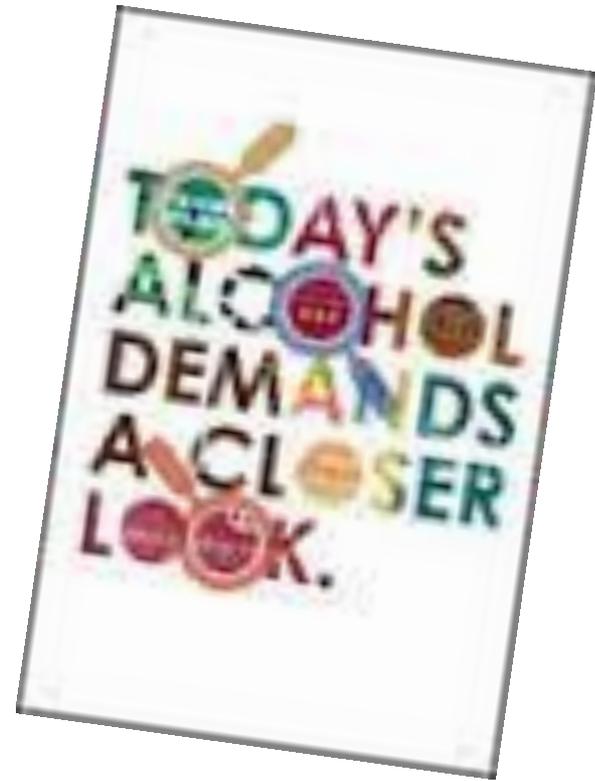
Md. Ann. Code Art. 2B, § 13-101 (2014)

25 Liquor Boards—20 RBS programs—jurisdictions vary:

- ❑ MC—One person in supervisory capacity with state-approved certification on premises at all times
 - ❑ Penalty—State law: First offense, \$100; for each subsequent offense, a fine not to exceed \$500 or a suspension or revocation of the license, or both
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RBS ~ Challenges

- Cultural competency/language
- Criteria assessment
- Re-certification—4 years
- Identifying trends:
 - Tolerance levels
 - Early use
 - Male/female
 - Age/IDs
 - Pre-gaming
 - Products
 - Serving size, alcohol content
 - Signs of intoxication

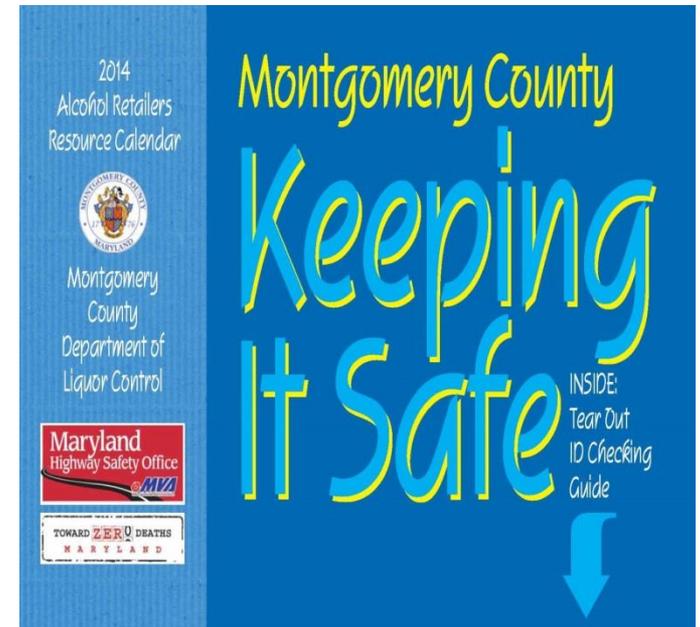


Comprehensive approach

- Server training
 - MC Alcohol Law Education and Regulatory Training (ALERT):
 - Local
 - Inspectors, Compliance and License Managers
 - On the road
 - Rolecall training
 - Police academy
 - Red Shirt teams
 - Coalition groups
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Comprehensive Approach

- ID trainings, etc.
- Resources:
 - Industry—BeMyDD
 - Calendar—grant funded
 - ID books, signage
 - State and national partners:
 - MALA, RHI, RRF (incentives), and NABCA



Alcohol Compliance Checks

- Check for under-21 sales/service
 - Partners:
 - Police
 - Sheriff
 - Coalition groups
 - State's Attorney
 - Liquor Inspectors
 - Board of License Commissioners
 - County Stat
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Alcohol Compliance Checks

- Comprehensive strict protocol:
 - UV training
 - Team training
- Penalty:
 - Administrative:
 - BLC—Offer of compromise:
 - First offense—\$1,000 ALERT
 - Second offense—\$2,000 ALERT
 - Third offense—Board hearing
 - Up to \$20,000, suspension or revocation and/alert



Alcohol Compliance Checks

- Criminal citations:
 - Penalties—inconsistent
- State's Attorney Office/Circuit Court
- Court Watch
- ALERT



Licensing

- Intervention:
 - Relationship building
 - Education—alcohol laws
 - Community attachment
 - Assumptions
- Legislation



Increase Communication

- Consistent messaging:
 - Liquor Inspectors
 - Calendar
 - Resource flyers

- Social Media:
 - Website
 - Facebook
 - Twitter



Thank you!



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Montgomery County Department of Liquor Control

Sources:

- National Alcohol Beverage Control Association—www.nabca.org
- CDC Community Guide—Study on Privatization—
www.thecommunityguide.org/alcohol/privatization.html
- ALERT—www.montgomerycountymd.gov/DLCLRE/alerttraining.html
- Maryland Code—www.lexisnexis.com/hottopics/mdcode
- Compliance program—
www.montgomerycountymd.gov/DLCLRE/Regulation/alcoholenforcement.html
- Montgomery County Rules and Regulations—
www.montgomerycountymd.gov/DLCLRE/Resources/Files/pdffiles/REGSFINAL.pdf