RoadMAP to Responsible Service

Each time employees stop service to a minor or intoxicated person, they are protecting the individual, the business, and the community from serious consequences.

The Texas Alcoholic Beverage Code requires sellers/servers to refuse alcoholic beverage service to intoxicated persons and minors.

Sellers/servers should intervene to:
• prevent minors from drinking, and
• prevent customers from drinking to intoxication or from continuing to drink if intoxicated.

Criminal Penalties
• Sale to a minor is a class A misdemeanor that can result in a fine up to $4,000 and/or up to one year in jail.
• Selling alcohol to an intoxicated person is a misdemeanor punishable by a fine of not less than $100 nor more than $500 and/or up to one year in jail.

Administrative Penalties
• Sale of an alcoholic beverage to a minor or an intoxicated person can result in a fine, suspension or cancellation of a permit.

For more information about the Manager’s Awareness Program, contact your local TABC district office.

Texas Alcoholic Beverage Commission
5806 Mesa Drive
P.O. Box 13127
Austin, Texas 78711
512-206-3333 (Information)
1-888-THE-TABC (Complaints)
TDD 512-206-3270
www.tabc.state.tx.us

Region 1
Abilene 325-672-8111
Amarillo 806-353-1286
El Paso 915-834-5860
Odessa 432-367-0760
Lubbock 806-793-3221

Region 2
Dallas 214-678-4000
Fort Worth 817-451-9466
Longview 903-759-7834

Region 3
Beaumont 409-898-3116
Houston 713-426-7900

Region 4
Austin 512-451-0231
Victoria 361-575-4776
Waco 254-776-7626

Region 5
San Antonio 210-731-1720
McAllen 956-687-5141
Corpus Christi 361-881-2531

Manager’s Awareness Program

Promoting responsible service and voluntary compliance with the Texas Alcoholic Beverage Code through education and training.
Managers

The Manager’s Awareness Program (MAP) was designed by Texas Alcoholic Beverage Commission (TABC) staff for owners and managers of licensed establishments.

This program serves as a roadmap to deter violations and promote voluntary compliance with the Texas Alcoholic Beverage Code through education and training.

Hosted by the TABC, this two-hour program addresses common issues such as those related to minors and intoxicated persons. Training opportunities are available for on- and off-premises license holders throughout the state.

Benefits. The program is designed to give managers the knowledge, skills and abilities to help employees provide responsible alcohol sales and service, and to deter violations.

Managers will be able to review sample policies and procedures that will help them create and implement similar guidelines based on issues discussed.

Topics. Courses include strategies and techniques to help permit holders and managers:

• develop, implement, and support responsible sales/service policies and procedures;
• provide continuing education to employees on policies, procedures, laws and regulations; and
• manage situations concerning minors, intoxicated persons and nonmembers of a private club.

One goal of the MAP educational program is to help managers promote responsible alcoholic beverage sales and service.

Other topics covered are:

• laws governing minors, intoxicated persons and nonmembers of a private club;
• civil liability (also known as dram shop liability) and relevant case studies;
• manager’s responsibilities;
• seller/server training certification;
• “safe harbor”—exemption from administrative action for sale to minors, intoxicated persons or nonmembers of a private club;
• identifying fake or altered IDs;
• legally defensible identification;
• enforcement programs; and
• fire safety and awareness.

A Manager’s Responsibilities

• Managers are responsible for the actions of their employees.
• Managers shall support the professional efforts of sellers/servers to provide responsible alcohol service.
• Managers shall provide ongoing employee education to ensure responsible alcohol service.
• Managers shall establish responsible alcoholic beverage service policies and procedures.
• Managers shall promote and use marketing strategies that ensure responsible alcoholic beverage service by promoting food service and nonalcoholic drinks.
• Managers shall discuss intervention techniques and develop an intervention plan with employees.
• Managers shall know the laws and be the on-site authority for these laws and for checking IDs.
• Managers shall assure employees they will never be disciplined for refusal to sell.

The last line of defense in responsible alcoholic beverage service . . .