

Compliance Goals

Protect your business;
protect your community!

By Charlie DeTar

Why are compliance checks done?

The goal of alcohol compliance checks is to stop the sales of alcohol products to those under the age of 21. In New Hampshire, compliance checks are performed to determine licensee compliance, evaluate education efforts, and raise awareness about the consequences of selling to a minor.

Our compliance under-aged buyers are:

- Between the ages of 16 & 19
- **Youthful** in appearance
- Males will have no facial hair
- Females will have minimal makeup
- **They will look like under-aged buyers!**

Our compliance under-aged buyers will always tell the truth and are trained in legal issues such as entrapment.



*Following the law isn't only
the smart thing to do, it's
also the right thing to do.*