

Helpful tips

By Charlie DeTar

Tips when Selling Alcohol Products

Selling alcohol products is part of your job as an employee, but it is against the law to sell alcohol products to persons under the age of 21. In order to help New Hampshire merchants keep their license to sell alcohol products - including beer, wine and liquor:

- **Do not guess someone's age.** Request identification from anyone you believe to be under the age of 30 to protect yourself and your customer. (See **Employees Need to Know** handout for additional details.)
- **Ask for photo identification before you ring up a sale.** A valid photo must include the customer's date of birth.
- If the customer refuses to show identification, explain that without a valid photo, **the law will not allow** you to sell alcohol products.
- **Only sell in a direct face-to-face exchange.**
- **Only sell alcohol products to those who are 21 years of age and older.**

Training

- Training for employees of licensed establishments is not mandatory in NH, however **Annual Training is recommended.**
- The commission **requires** the proprietor, partner, officer, member or designated manager of a new retail license to attend a Management Training Seminar (MTS) training, **within 45 days of license issue.** (RSA 178:2 Licenses Authorized Training Required)
- See **Training** handout for additional details.