

Liquor Control Commission Unveils New Tools to Aid Servers and Prevent Underage Liquor Sales and Overconsumption

December 4, 2006 – Chairperson Nida Samona and the Michigan Liquor Control Commission unveiled two new tools in support of server education and underage sales prevention just in time for the holiday party season.

Chairperson Samona and the Michigan Liquor Control Commission have developed two new tools: the bright red “WE I.D.” button for all servers and sellers of alcohol and the wallet-friendly “Alcohol Impairment Chart” primarily for on-premises (i.e., bars, restaurants) employees. The handy card makes it easy to translate the number of drinks and approximate body weight into blood alcohol concentration to make sure customers stay within a safe range



“Sometimes young people and those celebrating at alcohol establishments can be deceptive when it comes to the topic of alcohol. Whether it’s trying to convince a sales clerk that they are old enough to purchase or asking someone else to buy one more round for a person who has already consumed enough, they come up with some creative tricks,” said Samona.

One key Commission goal is to supply servers and sellers at bars, restaurants and stores with tools to assist them in making smart decisions when it comes to serving and selling alcohol products.

ALCOHOL IMPAIRMENT CHART

NEVER DRINK AND DRIVE

Drinks	Approximate Blood Alcohol Percentage								GOLF BALLS (Bottle)
	100	125	150	175	200	225	250	275	
0	.00	.00	.00	.00	.00	.00	.00	.00	
1	.04	.05	.06	.07	.08	.09	.10	.11	1
2	.08	.09	.10	.11	.12	.13	.14	.15	2
3	.11	.12	.13	.14	.15	.16	.17	.18	3
4	.15	.16	.17	.18	.19	.20	.21	.22	4
5	.19	.20	.21	.22	.23	.24	.25	.26	5
6	.23	.24	.25	.26	.27	.28	.29	.30	6
7	.26	.27	.28	.29	.30	.31	.32	.33	7
8	.30	.31	.32	.33	.34	.35	.36	.37	8
9	.34	.35	.36	.37	.38	.39	.40	.41	9
10	.38	.39	.40	.41	.42	.43	.44	.45	10

There is a limit to how good a liver can be. It can only process about one drink an hour. If you are over 21 years old, you should not drink and drive.

“I honestly can’t decide which prevention tool is my favorite. They are both great in their own way,” said Liquor Control Commissioner Judy Allen. “The bright red button warns underage buyers that they will be asked to show valid ID and the impairment chart is crucial to servers who are monitoring the amount of alcohol a customer has consumed.”

Samona said the Liquor Control Commission has been receiving positive feedback from licensees, community members, sellers and servers alike. The Commission plans more education and awareness activities in the future using a National Alcohol Beverage Control Association (NABCA) grant.

“We have to balance our authority between licensing and enforcement but these two new tools are right on target for everyone!” Samona said. “When beverage control organizations, consumers and licensees work together we are all winners in the battle against underage alcohol access and over-consumption.”

Licensees who would like a button or alcohol impairment card are encouraged to contact the MLCC Lansing office at 517-322-1345. Print copies of these items are also available at our website: <http://www.michigan.gov/lcc>.