

SIX STEPS TO CHECK AN ID FOR ALCOHOL SALES

➤ EXPIRATION DATE
CHECK THE ID EXPIRATION (EXP) DATE.
The most common error that clerks make is accepting an ID that has expired!

➤ AGE
WHAT IS THEIR CURRENT AGE
Check for an “Under 21 Until” date OR
Add 21 to the year they were born to get their 21st birthday
If date is after today, they are not 21



➤ PHOTO
COMPARE THE PHOTO TO THE PERSON IN FRONT OF YOU.
Remember- features like hair color can change over time.
However, a person’s eyes and nose are usually constant features.
Focus on these when comparing the photo.

➤ SIGNATURE
FIND THE SIGNATURE
The ID must have a signature to be valid. If you suspect the ID does not belong to the person in front of you, ask them to sign their name on a piece of paper.
Decide if they match.

➤ FEEL
FEEL THE ID SURFACE
An ID that has been tampered with often has marks of some kind, usually rough surfaces or lamination that is not properly sealed. Quickly run your fingers over the ID to feel for any roughness and cracks in the lamination that may indicate a fake ID.

➤ QUESTION
STILL UNSURE? ASK MORE QUESTIONS!
If you are still unsure the ID belongs to the customer, you have the right to ask additional questions such as street address or zip code. See how quickly and correctly the person answers. Hesitation or a wrong answer may be a sign that the person is recalling information that was not memorized.

➤ To learn more about responsible beverage service, take an online course approved by the State of Wisconsin: www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx

REFUSING AN ILLEGAL SALE

➤ The hardest thing to do once you suspect that an ID is invalid (or that a customer is underage) is to refuse to make the sale. Your tone of voice, body language and word choice can either diffuse or ignite a confrontation with a customer. Refusing a sale can be intimidating for anyone, but there are some tips that can make refusing an illegal sale easier.

- Remain calm
- Remove the product from the counter
- Be polite
- Don't accuse or become confrontational
- Stick to the facts
- Don't offer your opinion – the law is non-negotiable
- Remind the customer about the law and that you could be fined
- Try using humor to lighten the situation
- Remember that refusing a sale is not your choice; it's the law

➤ Suggested Statement

"Sorry, we don't sell alcohol to people under 21."

"I'm sorry. It's against the law."

"I can be fined and even lose my job."

"I'd card my own mother."

"Don't take it personally. I get carded too."

"Is there anything else I can get you?"

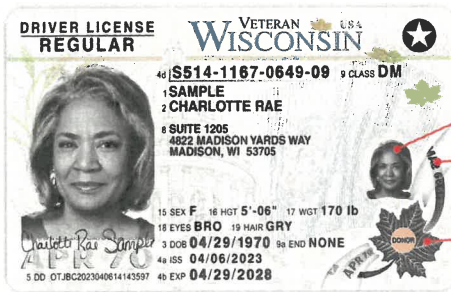
"I'd be happy to hold this for you while you go get your ID."

"No ID - no sale, no way."



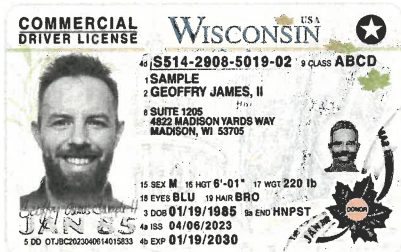
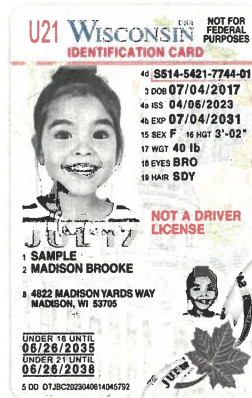
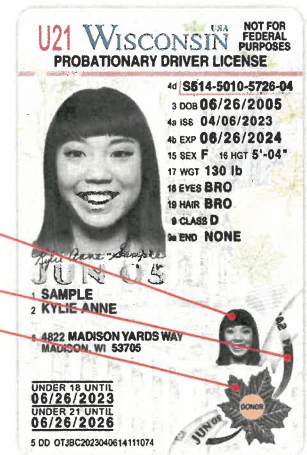
➤ In Wisconsin, it is illegal to sell tobacco products to persons under age 21. If you sell tobacco products, you can use the same 6 step ID check to verify someone's age for tobacco product sales. To learn more about responsible tobacco product sales visit: www.witobaccocheck.org

Wisconsin's current format beginning Spring 2023



What to look for

- » Photo flips to Date-of-Birth (DOB) based on viewing angle
- » Clear ribbon edges with cardholder data
- » Engraved leaf has texture



Issued Fall 2015 to Spring 2023
Some valid through 2031 by cardholder birthdate

Issued March 2012 to October 2015
Some valid through 2023



What to look for

- » Laser engraved tactile data
- » Laser engraved micro lettering
- » Overlapping data
- » Laser engraved signature
- » "Under 18" "Under 21" feature
- » Laser engraved variable data tactile 'Wave' feature
- » REAL ID-compliant cards have a star verification mark ★

What to look for

- » DOB always in blue, slightly larger text
- » Last name printed first, on its own line
- » First and middle name and suffix follow on line 2
- » REAL ID-compliant cards have a star verification mark ★

