

Challenge 25 Policy

Challenge 25 – Age Verification and Sales of Age-Restricted Products

Purpose: The Challenge 25 policy ensures that age-restricted products, such as alcohol, are sold only to individuals who are legally of age in the United Kingdom. This policy is a commitment by Simply Prosecco to prevent underage sales and uphold responsible retail practices.

Scope: This policy applies to all employees at Simply Prosecco involved in the sale and delivery of age-restricted products. It covers face-to-face, online, and delivery sales channels.

Policy Statement: Simply Prosecco is dedicated to enforcing the Challenge 25 policy, which requires any customer appearing to be under the age of 25 to present valid photo identification (ID) to verify they are legally permitted to purchase age-restricted products.

Identification Requirements: Acceptable forms of photo ID include:

1. A passport.
2. A photocard driving licence.
3. A Proof of Age Standards Scheme (PASS) card.
4. Any official government-issued photographic ID that is valid and displays the customer's date of birth.

Procedures:

1. Training and Awareness:

- All Simply Prosecco staff will receive thorough training on the Challenge 25 policy, including the proper process for assessing a customer's age and handling sales refusals.
- Refresher training sessions will be conducted annually and when there are updates to relevant laws or company procedures.

2. Verification Process:

- If a customer appears to be under 25, staff must request valid photo ID to confirm their age.
- If the customer cannot present acceptable ID, the sale must be politely refused, following customer service protocols.
- Staff should seek assistance from a manager when necessary to handle disputes or escalations.

3. Refusal Log:

- All instances of sale refusals must be recorded in a refusal log, documenting the date, time, product, and reason for refusal.
- Managers will review this log regularly to ensure compliance and identify areas for further training or support.

Customer Communication:

- Clear signage indicating Simply Prosecco's adherence to the Challenge 25 policy will be displayed at all points of sale.
- For online sales, age verification checks will be in place at checkout, and delivery personnel will be trained to ask for ID if the customer appears under 25.

Compliance and Enforcement:

- Compliance with the Challenge 25 policy is non-negotiable. Failure to adhere to this policy may result in disciplinary action according to Simply Prosecco's internal procedures.
- Simply Prosecco will conduct routine spot checks and audits to ensure the policy is being upheld.

Manager Responsibilities:

- Managers must ensure that staff are well-trained and that age verification tools are available and functioning properly.
- Refusal logs should be reviewed by managers on a monthly basis, and findings should be reported to senior management for continuous improvement.

Consequences of Non-Compliance:

- Non-compliance with this policy may result in legal consequences, including fines or the potential loss of Simply Prosecco's operating licence.
- Internal disciplinary actions may also be taken to maintain the integrity and reputation of Simply Prosecco.

Policy Review: This policy will be reviewed annually or as necessary following changes to relevant legislation or company practices.

Approval: Effective Date: 01/04/2024 Reviewed by: Stephen Hogg, Owner Approved by: Stephen Hogg, Owner

Signature: Stephen Hogg, Owner

Simply Prosecco is committed to selling responsibly and complying with UK law on age-restricted products to safeguard its customers and the community.