

BARTENDER AND SERVER WORKBOOK

VOL1

What is Alcohol, Why Do People Drink, and Alcohol Myths

Coaching the Experienced Bartender & Server



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Maj. Willingham earned his PhD in Business Administration with a specialization in Business and Corporate Security focusing on responsible alcohol sales practices. He was the recipient of the Fulbright Fellowship in Police Studies to the United Kingdom where he conducted research on youth access to alcohol prevention, regulation of the alcoholic beverage industry, and control of abusive drinking. Mark served as the International President of the FBI National Academy Associates and has authored four books and over fifty articles in state and national law enforcement journals on leadership, management, and alcohol related issues. Mark is a national speaker on alcohol related risk, mitigation, and responsible alcohol relating issues.

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Table of Contents

Welcome and Introduction.....	1
What is Alcohol?	3
Why Do People Drink?	6
Positive Reasons.....	7
Negative Reasons.....	7
Alcohol Myths.....	8
Some People Drive Better After Having a Couple of Drinks	9
People Get Drunk from Switching Drinks	9
You Can Dance Yourself Sober	10
You Can Drink as Much as You Want as Long as You Eat a Lot	10
The Most Important Factor Affecting Impairment is How Fast You Drink.....	11
Experienced Drinkers Don't Get Drunk as Fast as Inexperienced Drinkers.....	11
Alcohol is a Depressant Drug	12
BAC is a Term that Refers to the Amount of Alcohol in the Body.....	12
Let's See What You Have Learned	13

Welcome and Introduction

The Coaching the Experienced Bartender series is designed for bartenders and servers like you who are already skilled in the basics of serving alcoholic beverages. The objective of the workbook is to refresh your knowledge and awareness and build on your current skills and training to help you reach a new level of responsible alcohol service.

One of the most important duties you have as a bartender or alcohol server is helping your guests drink responsibly to promote a satisfying hospitality experience. It helps ensure the safety of your guests and others in the community. Just like first responders, bartenders, alcohol servers, and other front of the house staff have a responsibility to protect the community. You accomplish this task by preventing your patrons from becoming intoxicated, by not serving intoxicated patrons, and by not allowing intoxicated patrons to drive away from your location. Your knowledge of responsible alcohol service and your ability to apply this knowledge is absolutely vital to the success of your establishment and to the safety of your community.

One of the most important duties you have as a bartender or alcohol server is helping your guests drink responsibly to promote a satisfying hospitality experience.

Public safety must be a personal and professional consideration of everyone in the alcoholic beverage industry. Professionals in the retail beverage alcohol industry must adopt and employ a personal value system for the safe service of alcohol and commit to preventing the the sale of alcoholic beverages to underage persons, persons who are intoxicated, and/or persons habitually addicted to alcohol.

It may be counterintuitive to those in the hospitality business to deny someone alcohol service. Refusing service can place employees in a challenging and stressful situation. Sometimes putting limits on alcohol service is the best thing you can do for your patron. Alcoholic beverage service policies, practices, training, and management prepare and help you to provide your guests with a wonderful experience and help you to protect your guests, yourself, and others from alcohol-related harms. In the long run, guests and the community

will be grateful for your concern and action. You have the right to refuse service to anyone you do not feel comfortable serving unless that refusal is based on the individual's constitutionally protected rights (i.e., race, creed, color, gender, sexual orientation, religion).

All front of the house and customer contact employees must be prepared to contribute to and support responsible alcohol service. This behavior applies to hosts/hostesses, servers, bartenders, bar-backs, bussers, valets, security, coat checkers, cashiers, managers, and food runners, and anyone else who comes into contact with guests.

The workbooks in this series are designed to provide information to help you understand and implement the law and rules in your community, recognize and prevent intoxication, recognize and prevent alcohol service to and consumption by habitually addicted patrons, checking identification and preventing alcohol service to and consumption by persons under 21 years of age, use of legal and illegal drugs with alcohol and the effect(s) of that poly-drug use on patrons, and difficult situations occurring in your establishment.

Engaging in responsible alcohol service is not a once-a-year or a once-every-5-years activity. It is a daily duty to your guests, your coworkers, your establishment, and yourself. By applying the skills you acquire and enhance through completing this series of workbooks, you will make a significant contribution to responsible alcohol service.

Some information presented builds on information presented in the National Restaurant Association's ServSafe program, the American Hotel and Lodging Association's CARE program, and Health Communications, Inc.'s Training for Intervention ProcedureS (TIPS) program.



What is Alcohol?

What is the scientific name for beverage alcohol?

What are the major categories of alcoholic beverages?

1) _____ 2) _____ 3) _____

Among the major categories, which one contains the most ethyl alcohol in 1 ounce?

What is the common alcohol by volume of:

1) Beer _____ 2) Wine _____ 3) Spirits _____

Among a standard beer, glass of wine, or spirits drink, which has the most ethyl alcohol?

What process gives brown liquor its flavor?

Is alcohol a stimulate or a depressant?

Alcohol is a _____ nervous system depressant.

There can be confusion when the products you serve are identified as “alcohol,” “spirits,” “liquor,” “hard liquor,” “booze,” “hooch,” or “cocktails.” So to keep everybody on the same page, here are the words that we will use throughout this section of your training.

The scientific term for beverage alcohol is ethanol. Ethanol is the only alcohol compound that can be safely consumed and is produced when any plant food, such as grains, berries, and fruits containing sugar, is fermented. Fermenting is a chemical process created when yeast spores consume sugar and convert it to ethanol and carbon dioxide. The initial fermentation mixture contains approximately 3–5% ethanol, such as in beer, and up to 12–15% percent ethanol, as in wine and sherry. Higher concentrations of ethanol cannot be achieved by fermentation because the yeast becomes inactive. In this case, distillation is required to generate higher alcohol concentrations.



Regardless of whether one drinks beer, wine, or distilled spirits, the chief components remain ethanol and water.



Ethanol is defined as a drug by federal regulatory agencies, including the U.S. Food and Drug Administration (FDA) and the Alcohol and Tobacco Tax and Trade Bureau (TTB). “Alcohol,” “ethanol,” and “ethyl alcohol” are different names for the same substance. Regardless of whether one drinks beer, wine, or distilled spirits, the chief components remain ethanol and water.

Beer and wine, which are not distilled beverages, are generally limited to a maximum alcohol content of about 20% alcohol by volume (ABV) because most yeasts cannot reproduce when the concentration of alcohol is above this level. Beers are fermented from grains and generally contain 3–6% alcohol. Ale, porter, and stout are beers of varying flavors. However, some craft beers have far exceeded that level. For example, Brewmaster’s Armageddon beer has been fermented to 65% ABV. Wines are fermented from fruits. Ordinary wines contain 12–14% alcohol. Some California wines are now being produced with an alcohol content of 15%, meaning they have 25% more alcohol than 12% wine. Fortified wines have additional alcohol added and contain 18–20% alcohol.

The term spirit refers to a distilled beverage that contains no added sugar and has at least 20% ABV. Scotch, bourbon, gin, vodka, and rum are examples of beverages made when alcohol is distilled. The distilled alcohol resulting from this process is stronger and more potent than fermented alcohol such as beer or wine.

Many people believe that alcohol is a stimulant, but in actuality, alcohol is a depressant.

Much of the spirit's flavor comes from aging. When you store wine or spirits in oak barrels, the wood leaches tannins and other chemicals into the mix, turning the barrel itself into an essential ingredient in the finished product—as if all of your cookware were carved out of garlic. What's more, oak has its own territories, with different regions and different climates producing different flavor profiles. American oak-aged whiskeys are more perfumed, the books say, while French oak tastes more of vanilla and butterscotch.

Distilled beverages bottled with added sugar and added flavorings, such as Grand Marnier®, Frangelico®, and American Schnapps, are known as liqueurs. There is little distinction between spirits and liqueurs in common usage. In general, all alcoholic beverages other than beer and wine are referred to as spirits.

The amount of alcohol is given as a percentage and also in “proof.” The proof of an alcohol beverage is equal to twice the percentage of ethyl alcohol in the beverage. For example, 80-proof tequila is 40% ABV.

Many people believe that alcohol is a stimulant, but in actuality, alcohol is a depressant. Alcohol is a legal drug. It affects a person's personality, coordination, and judgment. Excessive consumption of alcoholic beverages can cause intoxication and possibly cause injury to the person consuming the alcohol and other innocent parties.



Alcohol is a central nervous system depressant. The degree to which the central nervous function is impaired is directly proportional to the concentration of alcohol in the blood. When ingested, alcohol passes from the stomach into the small intestine, where it is rapidly absorbed into the blood and distributed throughout the body. Because it is distributed so quickly and thoroughly, the alcohol can affect the central nervous system even in small concentrations.

In low concentrations, alcohol reduces inhibitions. As blood alcohol concentration (BAC) increases, a person's response to stimuli decreases markedly, speech becomes slurred, and he or she becomes unsteady and has trouble walking. With very high concentrations—greater than 0.35 grams/100 milliliters of blood—a person can become comatose and die.



Why Do People Drink?

What do you believe are the common reasons people drink?

What type of experience do you want to provide to your guests?

Guests may come to your establishment and order drinks for many reasons. They include both positive reasons and negative reasons.

Positive Reasons	Negative Reasons
To celebrate special events (i.e. weddings, reunions, and births)	To deal with loneliness
To create a feeling of fellowship among friends.	To “drown their sorrows”
To make their meals more enjoyable (i.e. wine enhances the flavor of food)	To “get wasted”

How you deal with a patron largely affects whether or not he or she is going to return to your establishment. You can help ensure your guests have a pleasant experience. Offering a wide variety of beverage choices, both alcohol and alcohol-free, welcomes and accommodates a larger part of the community. On-premises establishments should promote food, not just have it available. Educating guests about beverage choices creates a safe social gathering place.

It is your responsibility to understand alcohol and how alcohol can affect your guests. The more you know about the physical impact of alcohol, the better able you will be to serve alcohol with care and ensure that all guest have an enjoyable time.

Owners of your establishment, through business policies and practices, and you at the point of customer contact, are in complete control of the sales transaction. You have a right and obligation, given a certain set of circumstances, to serve or not to serve, based in part on why your patrons are drinking.



Alcohol Myths

What is your reaction to the statement that some people can drive better after having a couple of drinks? Why would someone make this statement?

Will drinkers become more intoxicated when they switch between types of alcoholic beverages rather than sticking to beer, wine, or liquor?

Do you believe that intoxicated patrons can dance themselves sober?

Can your patrons drink as much as they want as long as they eat a lot?

Is the most important factor affecting impairment is how quickly your guests drink?

Is it true that experienced drinkers don't get drunk as fast as inexperienced drinkers?

You hear the statements every day, many times to justify one more for the road. Here are some of the more common myths about alcohol.

Myth #1 - *Some People Drive Better After Having a Couple of Drinks*

False. Impairment of driving ability starts with the first drink. Tests have proven that even professional drivers' abilities diminish at BAC levels as low as .03% to .05%. In fact, you can be arrested for DUI at BAC levels below 0.08 g% based on behaviors.

Because judgment is also affected, people may believe they are driving better, but the reality is that they are not. These facts don't stop customers from arguing that they are "perfectly fine" to drive home. It's up to you and your coworkers to encourage alternate options for transportation if the customer is intoxicated.

Myth #2 - *People Get Drunk from Switching Drinks*

False. It is the alcohol content of drinks that causes intoxication, regardless of the type of beverage. With a standard drink, the ethanol alcohol content is the same whether you are drinking beer, wine, or liquor. People don't get any more intoxicated when they combine different types of alcohol than if they drank only one type of alcoholic beverage.



Myth #3 - *You Can Dance Yourself Sober*

False. Only about 5% of the alcohol is eliminated through urine, sweat, and breath. The liver eliminates most of the alcohol you consume—about 75% to 80% at a fixed rate of about 2/3 of a standard drink every hour. Nothing is more effective at sobering up a person than time.

However, there are benefits to keeping your guests active (for example, dancing or playing games such as pool) while at your premises. It provides a way for you to judge impairment because you can observe their coordination and mood. Activity also tends to slow alcohol consumption. Physiological factors such as strenuous physical exercise also delay gastric emptying, thus decreasing ethyl alcohol absorption.

Myth #4 - *You Can Drink as Much as You Want as Long as You Eat a Lot*

False. Food may slow down the absorption of alcohol, but the alcohol will be absorbed eventually. The body will still have to eliminate the alcohol at the liver's fixed rate of about 2/3 of a standard drink every hour.

Food consumption helps prevent intoxication by extending the time of absorption of the alcohol. When food is in the stomach, the valve at the base of the stomach that provides or restricts entry of the contents of the stomach into the small intestine stays closed to allow digestion of the food. Because most of the alcohol is absorbed into the bloodstream in the small intestine, the longer the alcohol stays in the stomach before passing into the small intestine, the less impact the alcohol has on intoxication.

Customers who drink on an empty stomach will feel the effects of alcohol more quickly because there is nothing in the stomach to delay the passage of the alcohol into the small intestine and the subsequent absorption into the bloodstream.

Patrons just getting off work and stopping in for a few quick ones should be carefully monitored. Offering food is a great way to slow down consumption and alcohol absorption. It may also increase the check total and therefore your tip.



Myth #5 - *The Most Important Factor Affecting Impairment Is How Fast You Drink*

False. There are two key factors that affect impairment: how fast a person drinks and how much a person drinks. Sipping one drink over an hour or more will not result in sudden intoxication. Not only is the body capable of eliminating almost as much alcohol during that hour as is consumed, but also sipping one drink over that hour introduces a small amount of alcohol into the system with each sip.

On the other hand, gulping drinks will produce rapid intoxicating effects due to the high level of alcohol put into the bloodstream in a short amount of time. Slowing the intake of alcohol reduces BAC while the body removes alcohol from the bloodstream. Each drink adds more alcohol to the body and increases the BAC. Each hour that passes removes approximately 2/3 of the alcohol in one drink from the bloodstream.

Impairment is determined by the amount of alcohol consumed. It has nothing to do with drinking experience.

Remember that all alcohol impairs; the effects of alcohol becomes apparent and potentially harmful between BACs of .04 and .08, an interval that is referred to as “impairment,” and potentially dangerous over .08, which is referred to as “intoxication.”

Myth #6 - *Experienced Drinkers Don't Get Drunk as Fast as Inexperienced Drinkers*

False. Impairment is determined by the amount of alcohol consumed. It has nothing to do with drinking experience. An experienced drinker may not look or feel drunk—he or she may show fewer signs—but his or her BAC will be directly related to the amount of alcohol consumed over the time spent drinking. The more drinks, the higher the BAC.

Drinkers with a high tolerance may have a slightly higher elimination rate, which will result in their BAC dropping faster once they stop drinking, but they are just as intoxicated at 0.08

g% BAC or higher as someone without the same tolerance.

Most behavior recognized as a patron's ability to hold his or her liquor is an adaptation by the drinker to the effect of alcohol. For example, frequent and heavy drinkers will adopt behaviors to lessen their appearance of intoxication. They may avoid walking across an open area when they would stagger or sway by walking closely to the bar where they can use the backs of the stools to steady their balance.



Myth #7 - *Alcohol is a Depressant Drug*

True. Ethyl alcohol (the drug in alcoholic beverages) is a central nervous system depressant. It has the potential to impair the way a person thinks, acts, and feels. Alcohol affects all of the main organs of the body—the brain, liver, heart, and stomach. At high levels, alcohol has the same effect as surgical anesthesia and can cause organs such as the lungs and heart to simply shut down.

Myth #8 - *BAC is a Term that Refers to the Amount of Alcohol in the Body*

False. BAC stands for blood alcohol concentration and refers to the amount of alcohol in the bloodstream. It is expressed as milligrams (mg) of alcohol per 100 milliliters (ml) of blood.

What is the presumptive BAC limit for driving a motor vehicle? The answer is 0.08 g%—80 mg of alcohol per 100 ml of blood. A presumptive limit means that the law recognizes the person to be intoxicated as a matter of law at that BAC level with no need to demonstrate by the person's behavior that he or she was intoxicated.

The presumptive limit for driving under the influence (DUI) for a person under the age of 21 is 0.02 g% BAC. Because of a young drinker's inexperience and incomplete brain and body maturation, alcohol concentration at low levels presents significant dysfunction in his or her ability to make rational and safe choices, as well as complete the complicated mental and physical functions required for driving a car.

The presumptive level of impaired for operators of commercial vehicles is 0.04 g% BAC. This level recognizes the mental and physical dysfunction evident at low levels of BAC.

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