

# PRODUCT CONNECTIONS

# COMPLIANCE GUIDELINES



Adult Beverage sampling is highly regulated, and it is crucial to remain compliant with all state and local laws and regulations. Use this reference guide to ensure you are following all compliance guidelines.

## Check EVERY ID

- You must check everyone's ID to verify age for all wet events, regardless of age appearance.
- All Photo IDs must be government-issued (state ID, driver's license, military ID, etc.), and the individual must be over the age of 21.
- Ensure IDs are not expired and verify the photo matches the person requesting the sample.
- If you do not ID a guest, you could be subject to a penalty or fine.

## Serving Guidelines

- Keep bottles where only you can access them. All product for sampling is to be purchased before pouring any samples.
- You are only allowed to sample and handle the featured or backup item(s) as shown in your manual. Do not open other brands/items without your Product Connections supervisor's approval.
- Serve one guest at a time, and only pour samples as guests approach your cart – do not pour in advance. Place the sample on the cart for the guest to pick up.
- Do not serve to intoxicated guests or to any guest without proper ID regardless of appearance.
- Serve only (1) 1 oz sample per guest. Even if you are sampling multiple varietals or flavors, guests may only have one 1 oz sample.
- Never abandon an opened adult beverage, including souffle cups where a beverage has already been poured. If you need a break to use the restroom, you must wait until opened bottles are empty and disposed of.
- Ensure your Target partner disposes of all Adult Beverage product after your event.

## Ensure Guests Remain Near

- Ask each Guest to remain near your event cart while sampling the product. They are not allowed to leave the event area with a sample or an empty cup.

## Minors Not Allowed

- Minors are never allowed at the event sampling area unless accompanied by an adult. Minors are never to be served.



## Questions?

If you have questions or concerns about any of these guidelines, reach out to your supervisor. They are there to help you and walk you through any issues you may encounter.

## PURCHASED AB PRODUCT DISPOSAL PROCESS

It's important to properly dispose of all purchased adult beverage product, as some of these items are considered hazardous waste when it comes to disposal. Please see below on instructions for properly disposing of these items.

### Disposing of Beer and Wine

- At the end of each shift, ALL open and unopened containers that were purchased with your Comdata card for sampling purposes must be taken to an FBL (only 21 years or older) for the Target team to properly dispose of.
- If there are any questions about the AB disposal process from Store Management, those instructions can be found on Workbench.
- This process does not apply to any product that was pulled from the shelf for merchandising purposes. This is product that was pulled (but not purchased) for merchandising the D2D cart.



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## REGULATORY VISITS & CITATION REQUIREMENTS



**B**ecause we are a Third Party serving alcoholic beverages to Target Guests, it's likely that you will periodically receive a visit from a regulator that works for an Alcohol Beverage Control Agency.

### Regulators:

- The regulator may or may not announce who they are, but will be observing to ensure we are in compliance with alcohol regulations, such as serving the proper amounts and always checking ID. The regulator may even check to ensure you are properly certified and licensed, as required by the state.
- If you receive a visit, letter, or citation that an alcohol violation has occurred, you must immediately stop the event and contact your Supervisor with all details, as well as the nearest Target Store Director. This should always be done within 30 minutes of the incident.

### Action Required if Alcohol Violation Occurs:

1. Gather all details including date, time, involved parties' names, specific violation or concerns, and your understanding of the incident.
  2. Communicate the incident and all details within 30 minutes to your Supervisor and to the Target Store Director.
- Following an incident and the above steps, your Supervisor will help you to understand next steps and any further action required. All violations sent to your supervisor will be sent to and reviewed by the Product Connections' compliance team.
  - Using your smart phone or tablet, report against your event appropriately through the AMP Mobile application. Remember, Friday Set Up visits should be no more than 60 minutes. Demos should take 180 minutes except for the State of AL (150 minutes). If you are tearing down after the demo with your supervisor's approval, please add 30 minutes to your demo visit. Monday Tear Down visits should be no more than 60 minutes. If you need additional time, please request your supervisor's approval.