



# SERVICE IN ACTION

A responsible approach  
to serving alcoholic beverages



**SERVICE IN ACTION** is a training program designed to...

- help you serve your customers better and improve the atmosphere in your establishment;
- help you assume your professional responsibility;
- teach you about responsible beverage service;
- help you avoid lawsuits, permit suspensions and the closing of your establishment;
- prevent accidents and violence caused by inebriated individuals;
- save lives, and also save your business or your job.

**SERVICE IN ACTION** is a training program designed specifically for...

- owners and managers of bars, pubs, taverns and restaurants;
- serving staff in bars, pubs, taverns and restaurants;
- anyone working in an establishment with a liquor permit (doormen, etc.)

## PROGRAM FEATURES

- Duration: 4 hours.
- Service in Action certificate of completion.
- Groups of 15 (max.).
- Given by certified instructors.



## PROGRAM OBJECTIVES

- To inform participants about their legal and other obligations to their clients.
- To inform participants about the effects of drinking on driving, on violence in drinking establishments, and on conjugal violence.
- To teach participants how to detect the signs of inebriation.
- To provide participants with tools that can help them keep their customers from becoming inebriated.

## DID YOU KNOW?

- Nearly one driver in every three who drank and then was involved in a car accident was coming from a licensed establishment.
- One person in every two convicted of a violent crime had been drinking not long before committing the crime.
- In nearly 44% of incidents of conjugal violence, the aggressor had been drinking.

## PROGRAM PARTNERS

- Éduc'alcool
- Institut de tourisme et d'hôtellerie du Québec

Support program for the *Corporation des propriétaires de bars, brasseries et tavernes du Québec* and the *Association des restaurateurs du Québec*.

For more information about this program, please contact the *Services à l'industrie* department of the *Institut de tourisme et d'hôtellerie du Québec*:

Montreal: **514-282-5115**

Elsewhere in Quebec: **1 800 361-5111, ext. 5115**

### SERVICE IN ACTION:

Everyone's a winner.

Institut de tourisme  
et d'hôtellerie

Québec 

  
**Éduc'alcool**

*Moderation is always  
in good taste.*