21 Matters™ provides training and support materials to help alcohol licensees be responsible retailers who consistently check IDs for proof-of-age and refuse alcohol sales to minors. To date, the RRForum has employed the 21 Matters™ model with over 3,000 retailers in 120 communities across the nation.

How Does the Program Work?

Every quarter, licensees that sell or serve alcohol beverages receive feedback on whether their staff asked for ID from a customer who might be younger than 21—actually, a young, legal-age Mystery Shopper. The Mystery Shopper presents a Green Card for proper ID checks or a Red Card for a failure to check ID.

All Mystery Shop results for individual establishments are kept strictly confidential.

In addition, participating licensees:

- Receive information on recommended best practices for their type of establishment (off-premise or on-premise).
- Receive assistance in developing a written Alcohol Sales Policy for staff to follow.
- Receive communication tools to promote staff commitment to responsible retailing and signage that announces the retailer’s participation in the RRF and its commitment to checking IDs.
Community Reports

RRForum prepares quarterly reports that summarize the Mystery Shopper results for the entire community. (The reports do not give the results for individual licensees.) These reports are shared with local law enforcement, licensing commissions, trade associations, elected officials and other community leaders as appropriate.

How 21 Matters™ Can Help Your Business

21 Matters™ has been proven to increase the number of proof-of-age ID checks that staff do before selling or serving alcohol. Retailers that participate in the RRF know that their establishment is:

- Better prepared to pass law enforcement compliance checks.
- Less likely to be fined, or to suffer a license suspension or revocation.
- Less likely to face legal liability for injuries or deaths associated with alcohol sales to minors.

Licensees appreciate being seen - by law enforcement officials, regulators, customers, and the larger community - as responsible retailers that promote public safety.

How 21 Matters™ Can Help Your Community

21 Matters™ works with local retailers and public stakeholders to develop community-wide practices, such as steps that licensees can take when they identify fake IDs or 3rd-party sales (when an adult purchases for a minor), when a customer may be impaired and needs a safe ride home, and when an impaired customer refuses that assistance and gets behind the wheel.