



Expedited Responsible Retailing Program

The Responsible Retailing Forum's Expedited Responsible Retailing program ("expedited RR program") is an intensive 6-month program for licensees in need of improving their RR practices that can be employed under a deferred prosecution agreement.

How Does the Program Work?

- Licensees who have been found non-compliant by law enforcement, and/or lax by licensing commissions in their responsible retailing conduct, are referred to the expedited RR program under a deferred prosecution agreement or deferred determination of actions against the licensee.
- Licensees in the expedited RR program receive materials and resources on Best Practices for on-premises serving establishments or off-premise retail stores, respectively, on training, point-of-sales and supervisory practices to reduce underage alcohol sales.
- Licensees also receive feedback on actual staff conduct as observed by RRForum Mystery Shoppers. These Mystery Shoppers are of legal drinking age, usually age 21 - 24. However, they appear young enough to trigger an ID check by the clerk or server. If the clerk or server correctly checks the shopper's ID, a Green Card will be handed to him/her and a member of management will be notified of this positive response. However, if the clerk or server does not ask for identification prior to fulfilling or ringing up the order, RRForum will directly notify account owners of the failure. Each Mystery Shop visit generates a written report to the owner / operator that includes details of the inspection and information for managers, staff and/or customers on the importance of preventing underage sales.

At the conclusion of 6 months, RRForum will issue the licensee with a report on the 4 Mystery Shop outcomes as well as other measures that the licensee may be asked to perform by the referring licensing commission or court (e.g., a written alcohol sales policy for staff). The licensee may then in turn present the report to the referring licensing commission or court.



www.rrforum.org
681 Main Street, Suite 32
Waltham, MA 02451

For more information about the RRForum, please visit its website: <http://www.rrforum.org>
For more information about RRForum's expedited RR program, please contact Maureen DeJong, dejong@rrforum.org or 508-661-9706.