

Concept Branding Group Adds TiPS to Portfolio of Product Training and Restaurant Solutions

Palm Springs, CA, January 29, 2010 -- (PR.com)

With over 175+ years of collective retail, food, restaurant, hospitality and organizational brand building and operational expertise, Concept Branding Group has included TiPS alcohol awareness training to its portfolio of training and education programs.

Steve Gostin, Lead Consultant—West Coast, is a certified TiPS instructor and has provided hundreds of certifications to servers of alcohol and licensees. “The laws are ever-changing and ever-challenging. Most recently, changes in what is acceptable as a bona fide ID has hit the books in California. The greatest tool we have in controlling alcohol-related injury is responsible service and the knowledge and education needed to identify guests who may be intoxicated. TiPS provides just that: education to ensure your team and your license is protected,” Gostin commented.

Concept Branding Group can provide the training and education to your team. They can also create an essential and rock solid alcohol awareness program for your licensed establishment and provide the knowledge and information necessary for a successful operation.

Including TiPS training in your business can offer you the following benefits:

- Legal Protection - In third-party liquor liability lawsuits, TiPS provides a “reasonable efforts defense.”
- Staff Professionalism - TiPS training enhances the skills of your employees who in turn offer improved service to your customers.
- Insurance Discounts - Many insurance companies provide discounts to establishments whose employees are TiPS-certified.
- Enhanced Community Standing - TiPS leads the way in framing the debate about responsible alcohol service and clarifying the distinction between drinking and drunkenness.

Investing in training today can provide you financial security tomorrow. Contact Steve Gostin at Concept Branding Group today (stevegostin@conceptbrandinggroup.com) to schedule your TiPS training program.

Concept Branding Group is a strategic brand and operational consulting firm with over 160+ years in the food, retail and beverage industry. From its offices on the West and East coasts, the group works with start-ups, small and medium sized retail food outlets, and foodservice suppliers to refine brand identity and expand brand performance, primarily through building relationships and delivering on brand promises.