

Brewery hosts workshop for responsible drinking

Sierra Nevada teaching sellers how to prevent drunkenness



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CHICO, Calif. -

Sierra Nevada Brewery opened its doors Tuesday to servers and sellers for a two-day workshop. Participants will learn skills to help prevent drunkenness and irresponsible drinking.

The program is called TIPS, which stands for Training for Intervention Procedures.

"A lot of people in this industry think they know it all and they come to one of the classes and they're like well, maybe I don't know everything," said Richard Bowden, Corporate Master Trainer for TIPS.

The course teaches how alcohol affects people, successful customer-server

interactions, proper ID checking, how to cut customers off, and how to properly document those situations.

"Lots of companies require it because it reduces insurance premiums," said Bowden. "More than likely, by training their staff, they won't have incidents happening. They won't have violations against their liquor license."

The workshop also includes videos of employee-customer scenarios. Participants learn to rate the customer's level of intoxication and discuss effective responses. They also act out scenarios and respond in a practice session.

"For the younger new employees, it gives them more confidence in doing their job and handling situations," explained Bowden. "Especially somebody who is like 18 years old who has to card somebody who is 25 or 30. They can be intimidated by this."

The brewery integrates the TIPS course for their own employees training. They said they see the benefits of this kind of education and offering the workshop is their way of giving back to the community.

"This is a chance to give an example, or kind of unite together, to try to help create that safe and healthy community," said Ryan Arnold, Communications Manager at Sierra Nevada.

The brewery says the training helps create a standard among businesses for how to work and communicate with their customers.

"Ultimately, we hope that it helps build better relationships with the community to see that businesses that serve and sell alcohol are taking their job seriously," said Arnold.

On Tuesday, participants learned the skills. On Wednesday, they will learn how to train those skills so they can take what they learned back to their businesses.

Wednesday is the second and final day of the two-day program.

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