



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

## FOR IMMEDIATE RELEASE

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### **Wines, Steins and Cocktails “Pro Bartender School” Receives Responsible Alcohol Training Award**

ARLINGTON, Virginia – June 5, 2014 – Health Communications, Inc. (HCI), providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Wines, Steins and Cocktails, Ltd., based in Youngwood, Pennsylvania, has been awarded the 2014 TIPS Award of Excellence. This is an award based on the volume of employees certified in TIPS and feedback from TIPS trainers and student participants. It is chosen by an internal committee and bestowed by HCI’s President & CEO, Adam Chafetz.

While four other companies also received the award this year, Wines, Steins and Cocktails is the first and only professional bartender school to receive this accolade. Since 1987, over 33,000 men and women have graduated from a Wines, Steins and Cocktails program. The innovative Professional Bartender Certification Plus program includes TIPS training and certification. As a result, Wines, Steins and Cocktails has certified over 10,000 individuals in the TIPS program over the past 25 years. According to Mr. Chafetz, “Wines, Steins and Cocktails has played an integral part in ensuring hospitality professionals are not only equipped with exemplary bartending skills, but are empowered to provide some of the best service in the industry.” More information about this program is available at [www.WinesSteinsandCocktails.com](http://www.WinesSteinsandCocktails.com).

The TIPS for On Premise program is designed for restaurants, bars, hotels, clubs, casinos, resorts and other establishments where alcohol is consumed on the premises. TIPS provides participants with strategies for preventing alcohol sales to underage and/or intoxicated patrons. TIPS certified employees and managers are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent alcohol-related problems, and handle refusal situations with greater confidence.

“Wines, Steins and Cocktails has consistently recognized the need to dispense alcohol responsibly. Clearly, more than just an overview of how to adhere to a state’s liquor laws, TIPS is an effective, field-tested strategy for achieving a mutual balance of responsible service of alcohol beverages, timely and practical intervention procedures when required, and a sense of confidence and pride in performance while on the job,” said Dan Clougherty, Wines, Steins and Cocktail’s Director of Operations and a 25-year TIPS Trainer.

#### **About Health Communications, Inc.**

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for responsible alcohol service training. TIPS has certified over 3.5 million participants in all 50 states and in more than 40 different countries. Numerous public officials and government agencies have recognized and endorsed TIPS training as lifesaving and critical to the progress made in reducing alcohol-related injuries and deaths. To learn more, visit the [TIPS website](http://www.gettips.com).