

5 Steps to Responsible Alcohol Sales & Service

For Montana Servers, Sellers, and License Holders

Protect your customers. Protect your license. Serve responsibly.

✓ 1. Check Every ID, Every Time

- ✓ Must be 21+ to purchase or consume alcohol.
 - ✓ Card anyone who appears under 30—no exceptions.
 - ✓ Accept only valid, government-issued photo IDs.
 - ✓ Be alert for fake or altered IDs—report and refuse service if unsure.
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✓ 2. Recognize and Respond to Impairment

- ✓ Watch for signs of intoxication: slurred speech, poor coordination, aggressive behavior.
 - ✓ Refuse service to visibly intoxicated individuals—it's the law.
 - ✓ Communicate with coworkers if someone is “cut off.”
 - ✓ Document incidents in your logbook or report to a manager.
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✓ 3. Follow Montana's Training Requirements

- ✓ Complete a state-approved Responsible Alcohol Sales & Service (RASS) training within 60 days of hire.
- ✓ Renew training every 3 years.
- ✓ Learn about:
 - Montana alcohol laws
 - ID checking procedures
 - Handling difficult situations
 - Effects of alcohol on the body
 - Digital ID verification (as of Oct 2025)


[Approved training resources](#)

✓ 4. Avoid Over-Service & Unsafe Promotions

- ✗ No “bottomless drinks” or “all-you-can-drink” specials.
 - ✗ No drinking contests or free alcohol giveaways.
 - ✓ Offer food, water, and non-alcoholic options.
 - ✓ Promote designated driver programs and reward responsible choices.
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✓ 5. Know Your Role, Know the Law

- ✓ Understand Dram Shop liability—you can be held responsible for harm caused by over-service.
- ✓ Follow your establishment's house policies and incident protocols.
- ✓ Stay updated on state and local regulations—laws can change.

 Quick Tips

- Post signage: “We Card Everyone Under 30”, “No Service to Intoxicated Persons”.
- Use different glassware for alcoholic vs. non-alcoholic drinks.
- Keep a refusal log and communicate with your team.
- Contact the Cannabis & Alcohol Regulation Division for signs and resources

