

# Self-regulation program for the sale of medium-strong beer



Chapter 5, Section 4, Paragraph 8, and Chapter 8, Section 8, Paragraph 4 of the Alcohol Act (2010:1622)

## Good to know about the self-regulation program

Those intending to sell medium-strong beer to consumers must themselves check that sales in their store or at their restaurant adhere to the regulations of the Alcohol Act (2010:1622). In order to ensure that the regulations are followed, you must document your control of the sales in a self-regulation program that is adapted for your business. It is the business operator, i.e., the person who owns the business, who is responsible for the existence of a self-regulation program. The programme should detail, for instance, how employees receive information about the regulations of the Alcohol Act, and the procedures that are to be followed as far as the sale of medium-strong beer is concerned.

A self-regulation program helps you, the business operator, with your own controls and is an important source of data for the municipality to access, should they conduct a supervisory visit. If you do not adhere to the regulations of the Alcohol Act, the municipality can issue you with a sales ban or a warning. This applies if you do not have your own self-regulation program.

Do you have a license to serve alcohol? If so, then you do not need a self-regulation program since you already satisfy the rules of the Alcohol Act in respect of serving alcohol.

## Point-of-sale

Name of the point-of-sale	Street address	
Post code and town/city	E-mail	
Contact person	Telephone	Number of employees

## Owner

The person running the business that sells medium-strong beer must be 20 or older.

Company name (Ltd., partnership, sole trader, etc.)	Corporate/Personal identity number
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Below is a suggestion for what a self-regulation program for the sale of medium-strong beer could contain. The help text under the headings describes the Act's sales regulations and the boxes are for suggested procedures that could help you, the business operator, with your self-regulation. There are also some suggestions about information that has nothing to do with sales regulations but which is good to know and may help you and your employees.

## Age limit and age control

The person selling or providing medium-strong beer must be sure that the customer is 18 or older. The person who provides the goods for sale, the cash register clerk, for example, is personally responsible for ensuring that no-one under the age of 18 is able to purchase medium-strong beer. This means that anyone who sells medium-strong beer to someone under the age of 18 can be fined or receive a prison sentence of up to six months. If the cash register clerk is unsure of the customer's age, they should ask to see identification.

It can be difficult to judge a young person's age based solely on appearance. One way of making sure that a person has reached 18 years of age is to ask everyone who appears to be under 25 for identification. If the customer is younger than 18, then they may not be sold or provided with medium-strong beer. Nor may it be sold if there is good reason to assume that the product will be passed on to someone under the age of 18.

**What procedures do you have for age control at the point-of-sale?**

- If we are not sure whether the customer is 18 or older, we ask to see identification.
- We check the customer's age via the date of birth on their identification.
- An age limit sticker will help you to conduct age controls.
- We recommend that employees ask to see identification for all customers who look younger than \_\_\_\_ years old.
- If the customer cannot present proof that they are 18 or older, we do not serve them.
- If the customer does not produce identification upon request, we refuse to serve them.
- If staff suspect that the medium-strong beer is intended for someone under the age of 18, we do not serve them.
- If the customer is obstinate, we call the manager or another responsible member of staff.
- Other:

**What procedures do you have for age control if the sale is conducted online?**

- We do not sell medium-strong beer online.
- When purchases are made online, the age is checked via the customer's bank card or the like.
- Other:

**Do you have any procedures for monitoring how staff handle the age control requirement?  
If so, what are they?**

**How do you handle problematic situations, for example, if the customer cannot produce any identification?**

- We inform our employees of risks that can arise in conjunction with the sale of medium-strong beer and give them suggestions on how to handle these risks.
- We train our staff how to handle conflicts; this includes providing them with information regarding age limits and age control.
- Other:

### Information on the age limit

It is good if the point-of-sale has clear information available to customers in respect of the age limit. One way to provide information about the age limit and, at the same time, to also make things easier for the employees, is to set up signs and stickers at the point-of-sale.

Signs and stickers can be placed, for example,

- at the cash register
- on shelves where the products are placed
- on the entrance door
- in display windows.

### Training and information for employees

A business operator who sells medium-strong beer in a retail outlet must ensure that their employees have the necessary knowledge regarding the sale of this product. It is the responsibility of the business operator to ensure that the regulations are adhered to, but the cash register clerk also has a personal responsibility for the sale. It is therefore important that all employees who work at the cash register and sell medium-strong beer realise their personal criminal liability in conjunction with the sale. Below are some suggestions that might make it easier for you to follow the sales regulations.

#### How are employees informed of or trained in the age control requirement, their personal criminal liability and other regulations relating to the sale of medium-strong beer?

- When new staff are employed.
- Staff meetings
- Internal training
- External training
- Information and training material
- Other:

#### How often are employees informed of or trained in the age control requirement and other regulations relating to the sale of medium-strong beer?

- When new staff are employed.
- At least once a year.
- We use a table to detail the schedule for information and training for employees (see appendix 2).
- Other:

### Special support for younger employees

There is no age requirement in respect of those who work at the cash register and sell medium-strong beer to the customer. On the other hand, cash register staff must be aware of the law and be capable of refusing to sell medium-strong beer to those under the age of 18. In many cases this can be difficult for younger employees.

**What special support do you provide to younger employees for the handling of difficult situations related to the sale of medium-strong beer?**

- Young employees can get support from more experienced staff throughout their working day.
- Younger employees receive extra training and support with regard to handling difficult situations.
- Other:

**Information on test purchases**

The municipality has the right to conduct test purchases in order to test whether points-of-sale have good procedures for their age controls. This involves a person over the age of 18 but who looks young testing whether it is possible for them to buy tobacco without providing identification. The aim is to improve the procedures for age control..

**Remember** to inform your employees that you may be visited by someone who will make a test purchase!

**Deviations**

You are to have control over your sales and also ensure that your employees follow the regulations. It is important that you rectify any compliance shortcomings that may arise. If you do not adhere to the regulations of the Alcohol Act, the municipality can issue you with a sales ban or a warning. It is supportive for you to document what measures you have taken, should a problem arise. It will also then be easier for you to monitor whether the problem has been rectified.

**Which measures are taken if a problem arises, such as non-compliance with legal regulations or the self-regulation program?**

- We go through the sales regulations with the employees.
- We contact the municipality to get information material.
- Experienced staff have particular responsibility for selling medium-strong beer.
- Sales of medium-strong beer are restricted to certain times of the day.
- Other measure:

**Signature**

Place and date

Signature (authorised signatory)

Name in block capitals

### Extract from the Alcohol Act (2010:1622)

#### Self-regulation

**Chapter 5, Section 5, Paragraphs 3 and 4.** Persons intending to conduct retail trade in medium-strong beer shall notify the municipality in which sales are to take place. Sales may not commence prior to the notification being made.

Persons conducting retail trade in medium-strong beer are to exercise special control (self-regulation) over sales and ensure that employees have the necessary knowledge regarding the regulations applicable for the sale of such products. There is to be a specific self-regulation program.

**Chapter 8, Section 8, Paragraphs 3 and 4.** Person intending to serve medium-strong beer are to notify the municipality in which the sale of such products is to take place. Sales may not commence prior to the notification being made. What is stated here does not apply in the case of Sections 1 a or 1 b or to persons already in possession of an alcohol license.

Persons who are required to notify the municipality in accordance with the third paragraph are to exercise special control (self-regulation) of their sales.

#### The authorities involved

*Folkhälsomyndigheten* har tillsyn över efterlevnaden av alkohollagen och anslutande föreskrifter. *Länsstyrelsen* ansvarar regionalt inom länet för tillsyn över kommunerna samt för att ge kommunerna råd i deras verksamhet. *Kommunen* och *Polismyndigheten* ansvarar lokalt för tillsyn över handeln med folköl. *Polisens* huvudsakliga uppgift är att ingripa vid brott som har begåtts, medan *kommunens* uppgift är att säkerställa att regelsystemet följs i framtiden.

#### Marketing

The Swedish Consumer Agency is the supervisory authority for issues concerning marketing and it is responsible for the supervision of points-of-sale for medium-strong beer.

Marketing of medium-strong beer is permitted inside and outside points-of-sale. Outside the point-of-sale, the marketing could be a sign, poster or the like that is mounted on the facade or a sign that is placed a few metres from the entrance. Advertising and marketing of medium-strong beer may not be invasive or outreaching, and it cannot encourage people to drink it. Nor may its design arouse specific attention or encourage people to drink medium-strong beer. The marketing may not dominate its surroundings, for example by extensive exposure of the product in question. Nor may it depict or be specifically directed at children or young people under the age of 25. It is permitted to advertise special offers for medium-strong beer.

#### More information

For more information about the Alcohol Act and its associated provisions, please contact your municipality.

Gnesta Kommun, Miljöenheten, 646 80 Gnesta, 0158-275 000

[miljoenheten@gnesta.se](mailto:miljoenheten@gnesta.se)

Besöksadress: Västra Storgatan 15

Age limit stickers and information material regarding the Alcohol Act's sales regulations in respect of medium-strong beer can be ordered from the Public Health Agency of Sweden web site: [www.folkhalsomyndigheten.se](http://www.folkhalsomyndigheten.se)

