

Education and Training

BEVERAGE ALCOHOL TRAINING (BAT)

An essential course for all Liquor Store Owners and their employees.

Massachusetts is serious about eliminating the sale of Alcohol to minors.

Protect your business.

Train Your Staff for Safe and Legal Alcohol Sales

Now that we have entered a period of increased social awareness, we find the need to make changes in the way we operate our businesses. Business practices have changed and new attitudes have emerged. One of the attitude changes which impacts retailers is the urgency to eliminate illegal sales and to keep alcohol out of the hands of underage persons. If you fail to do so, you potentially face severe criminal and civil penalties which could cost you your business.

To help protect you, MassPack provides a Beverage Alcohol Training (BAT) program for package store employees as an education and certification tool. Our seminars provide training in many very important areas:

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Acceptable forms of Identification

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Recognizing fake and altered ID's

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Handling intoxicated and problem customers

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Preventing sales to legal customers who are buying for underage people.

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Understanding the various regulations that govern the sale of alcohol which must be followed to insure a legal sale

Each seminar also provides ample time for student interaction and testing for certification. The three-year certification will satisfy the requirements of any local authorities, and may save you a great deal of money on liability insurance.

Please review the registration form which has been provided. It lists all of the seminars we have currently scheduled throughout the state. When you have decided on the seminar(s) which best suits you, fill out the form completely and mail it in its entirety along with your payment to the MassPack Office.

REGISTRATION FORM AND SEMINAR SCHEDULE

MassPack members receive a reduced rate. If you are not currently a member and would like to become one please contact us by clicking [here](#).