



FOR IMMEDIATE RELEASE  
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## The Michigan Restaurant Association wishes you a Happy Holiday, and to drink responsibly this holiday season

**LANSING, MI** – Many diners spend the holidays with family and friends, and alcohol is often a part of the celebrations. If people get caught up in the excitement, they may consume too much alcohol. Because of this, it is important to be especially vigilant when serving drinks during the holidays.

“The holiday season is a time to dine out with family and friends,” said Justin Winslow, CEO and President of the Michigan Restaurant Association. “As restaurants spread the holiday cheer, it’s important for owners, operators and staff to promote alcohol responsibility to keep their patrons safe. With our partner [ServeSafe Alcohol](#), putting alcohol safety practices in focus this time of year will help ensure a safe and enjoyable experience.”

[ServSafe Alcohol](#) shares these tips for responsible alcohol service:

**Take the time to talk to your guests.** This will help you determine the purpose of their visit as well as their intoxication levels. Be aware of guests that are determined to become intoxicated, you want to know about it. Continue talking to each guest throughout his or her visit.

**Watch for changes.** An employee can learn a lot about your guests’ intoxication levels by watching for physical and behavioral changes. Examples include:

- Being overly friendly, unfriendly, depressed or quiet
- Using foul language or becoming loud
- Drinking faster or switching to larger or stronger drinks
- Talking or moving slowly
- Staggering, stumbling or bumping into objects

**Watch the count.** Some guests may not show physical or behavioral signs of intoxication, so counting their drinks can help to keep track of their consumption. Each of these beverages contains approximately the same amount of alcohol and should be counted as one drink:

**1 drink** = 5 ounces of wine; 12 ounces of beer; 1½ ounces of 80-proof liquor; 1 ounce of 100-proof liquor

**Avoid over-pouring.** Over-pouring liquor makes it difficult for guests to accurately track their consumption. Follow drink recipes closely to ensure each drink contains the intended amount of alcohol. If the establishment allows free-pour, test the accuracy periodically by using a pour test.

**Offer food.** This is one of the most important things to prevent intoxication. Food helps keep alcohol in the stomach, slowing the rate alcohol reaches the small intestine where most of it is absorbed into the bloodstream. The best food items for this are those high in fat and/or protein. These items are not easily digested, which slows the movement of alcohol.

**Offer water.** Drinking alcohol can lead to dehydration, making guests thirsty and potentially prone to consume more alcohol than they normally would. Therefore; it can be helpful to offer water with drinks and refilling water glasses often. This will help keep the guest hydrated and can reduce alcohol consumption.

For more information and tips on food safety, visit <https://www.serve-safe.com/holiday>.

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***Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents approximately 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 421,500 people and generating \$15.4 billion in annual sales.***

