

# 8

## Communicating with Customers

### INSIDE THIS CHAPTER

- Customer Concerns about Nutrition
- Truth-in-Menu Concerns
- Allergies and the Menu
- Responsible Service of Alcoholic Beverages



### CHAPTER LEARNING OBJECTIVES

*After completing this chapter, you should be able to:*

- Explain how effective managers plan ways to incorporate a nutrition emphasis into their menus and food-preparation procedures.
- Review examples of truth-in-menu concerns that must be addressed when menu descriptions are written.
- Describe elements in an organized system for ensuring the health of customers with food allergies.
- Explain concerns about the service of alcoholic beverages.

## KEY TERMS

anaphylaxis, p. 231

blood alcohol content  
(BAC), p. 240

cross-contact, p. 233

food allergy, p. 231

nutrition, p. 226

proof, p. 242

punitive damages, p. 235

truth-in-menu laws, p. 230

## CASE STUDY

“This always happens at the busiest times!” John said. The chef at Friendly Bluffs Restaurant was talking to Natasha, the manager. She had just informed him that a customer with a food allergy wanted information about several menu items.

“You know,” said John, “it’s difficult enough to put several items on the menu that will be OK for customers with food allergies. But now, in the middle of a busy rush, we are supposed to make a special order with clean utensils, supplies, and even work surfaces.”

“A customer wants us to prepare an item from scratch while the restaurant is really jammed! There are 125 customers in the place, and he is only one with an issue. We just can’t do it.”

1. What would you say to Chef John if you were Natasha?
2. What procedures would you have in place to handle orders involving food allergies when the establishment is very busy?

## CUSTOMER CONCERNS ABOUT NUTRITION

Managers in almost all segments of the hospitality industry are recognizing increased customer concerns about nutrition. **Nutrition** is the science of food and how it affects the health and well-being of the person who consumes it. Healthy lifestyles that emphasize diet and exercise are increasingly important. Managers understand the need to consider operational changes that address this trend.

### Nutrition Is a Trend

The degree of emphasis on nutrition varies by type of customer. For example, some operations target nutrition-conscious diners as their primary market. All or almost all of their menu offerings are selected and prepared with a nutrition focus. Examples include healthcare facilities and short-term residential centers where clients learn how to address personal wellness concerns.

Still other operations cater to a market with significantly more concerns about nutrition. However, they also attract customers who enjoy other food. Examples include spas and athletic clubs.

Perhaps most operations are in a third category where customers vary. Some customers are very concerned about nutrition, while others are not concerned at all. Still others have concerns in between these extremes.

Exhibit 8.1



The extent to which nutrition concerns drive menu planning and recipe development differs in these basic categories of operations. For example, all healthcare facilities and many other noncommercial operations, such as the military and correctional institutions, employ dietitians. Nutrition concerns are high priority. Their food-production staff must be trained to recognize the importance of nutrition and consistently deliver menu items meeting nutrition goals (*Exhibit 8.1*).

Managers in some other operations may work with production staff to develop or modify recipes with a nutrition focus. In some instances, they may purchase the recipes from commercial sources or retain a consultant for this purpose.

The majority of managers and employees in commercial operations are not nutrition experts. They deliver menu items to customers with special nutrition concerns by, for example, modifying preparation and service procedures for existing menu items. Examples of revisions in food-preparation methods were presented in chapter 5.

## Planning for Nutrition Concerns

Managers of commercial operations work closely with their food-production staff as menus are planned. The focus of the menu planning team must be on answering the question “What do our customers want at a selling price that promotes value and allows our operation to meet its financial goals?” Increasingly, the answer to that question includes items for nutrition-conscious customers.

There is justification for this response because studies undertaken during the last 10 years have shown that consumers are increasingly interested in where their food comes from and how it is produced. Also, more than 1,600 chefs ranked local produce as the top food trend in a 2009 survey by the National Restaurant Association.

Concerns about nutrition are a very important aspect of this food trend. There are numerous ways to meet these customers’ needs, and they are discussed throughout this discussion of nutrition.

### MENU PLANNING

It is easier to consider practical ways to alter menu items for nutritional concerns when they are being planned, rather than after the menu is completed. For example, menu planners might decide to offer a “Special Fresh Fish of the Day.” In addition to offering different fish varieties, they may also prepare the daily special according to their customers’ preference: baked, broiled, pan-fried, deep-fried, or steamed in a special lemon (not butter) sauce.

There are many simple ways to offer menu items of interest to customers with diet concerns. There are three things that managers can do to ensure these alternatives are practical:

- Discuss possibilities with production staff while the menu is being planned. Do not wait until a customer asks “Can you bake this item?”
- Review information in trade publications, attend educational programs sponsored by professional associations, and study the menus of other establishments. Doing this allows managers to keep up with new ideas useful for their operation.
- Consider the trend in nutrition concerns as an opportunity to improve, not a problem to be resolved. Managers who role-model a “can do” attitude are much more effective than those who exhibit a “must do” philosophy. When food-production and service teams work together to meet the needs of this ever-increasing customer market, the operation will be strengthened.

### SIMPLE CHANGES

Some simple service changes do not involve recipes, and they are relatively easy to make. For example, salad dressings can be offered on the side rather than

Exhibit 8.2



ladled over the salad. Baked potatoes can be served without butter and sour cream (*Exhibit 8.2*). Some recipes may not require changes if they are prepared on a by-order basis, such as an omelet made with egg whites instead of egg yolks.

As discussed in chapter 5, creative managers and their food-production staff can offer a variety of menu items to nutrition-conscious customers without making extensive modifications in recipes or food production. Other recipes will need more significant modification, such as using applesauce to replace fats or oils in a baking recipe.

### Manager's Memo

Many managers in commercial operations have the best intentions as they provide information about the nutritional content of menu items. They want to inform their customers about the number of milligrams of sodium or the number of calories in a specific item. They do this to help customers make decisions about menu selections that complement their personal dietary concerns.

Unfortunately, food-preparation staff in many operations cannot consistently produce menu items to the exacting standards required to specify accurate nutritional information. They must work quickly to satisfy many customers' orders, they do not have precise measuring tools, and they cannot "micromanage" production staff in ingredient selection and measuring.

For these reasons, many managers use general statements such as "low in fat" rather than specifying the specific grams of fat. Their goal is to provide general information and advice rather than to deliver specific promises.

### NUTRITIONAL CONTENT OF RECIPES

Some managers in healthcare and other facilities need to know the nutritional content of the recipes they use. This information is important when they plan menus or offer menu items for customers on low-sodium (salt) or high-protein diets. Managers in commercial operations may want to learn the nutrition content of some of their recipes to provide nutrition information on the menu. Also, there are local menu labeling regulations in some areas. These regulations provide another reason why it is very important for chefs and even managers to be familiar with the nutritional content of items produced by their recipes.

A six-step procedure can be used by managers who want to determine approximate nutritional content. First, they must determine the standardized recipes for which this information is desired. Some managers may want this information for all recipes, but many want detailed nutritional data for only a few. Managers and food-production staff should select the recipes and confirm that they are current, accurate, and consistently used.

A second step is to design a nutrition worksheet that considers all of the information the manager desires. An example is shown in *Exhibit 8.3*.

Exhibit 8.3

#### SAMPLE NUTRITION WORKSHEET FOR STANDARDIZED RECIPES

| Recipe Name  | Recipe No. | Recipe Yield (No. of Servings) | Ingredient Analyzed | Calories | Cholesterol | Total Fat | Sodium |
|--------------|------------|--------------------------------|---------------------|----------|-------------|-----------|--------|
|              |            |                                |                     |          |             |           |        |
| <b>Total</b> |            |                                |                     |          |             |           |        |

Notice that *Exhibit 8.3* allows the manager to summarize information about the following for each ingredient in the recipe:

- Calories
- Cholesterol
- Total fat
- Sodium

The third step is to select nutrition software for the analysis. Software can be purchased inexpensively, and recipe analysis information is also available on the Internet. (Enter “recipe nutrition analysis” into a search engine. Take a simple recipe and follow the instructions to learn how these systems work.)

The fourth step is to enter recipe information into the nutrition software. If the operation uses recipe costing software, the person who updates recipes with changes in ingredient costs might enter the information. Other alternatives include the food-production manager, or someone in the purchasing office if centralized purchasing is used.

Entry of recipe ingredient information is very simple. Recipe ingredients may be entered one at a time, and the type of ingredient must be identified. For example, *corn* may list 100 or more types including sweet, white, canned, creamed style with no salt added, and creamed style that contains salt. Other alternatives include canned, whole kernel, frozen, kernels off-cob, and boiled. Once the specific ingredient is found, the amount of each ingredient (for example, one cup of corn) is also entered.

After all recipe ingredients and quantities are entered, the fifth step involves the manager learning detailed information about nutrition content. A wide range of information may be given on a per-serving basis:

- Calories
- Water
- Carbohydrates
- Protein
- Total fat (monounsaturated, polyunsaturated, and saturated)
- Cholesterol
- Dietary fiber
- Vitamins (10 different vitamins, for example)
- Minerals

While this detailed analysis may not be needed at most operations, it is available. Remember that managers can select the desired information to be included (see *Exhibit 8.3*).

## Manager's Memo

Many communities are enacting legislation that requires establishments to post selected nutrition information about their menu items. Some laws apply only to restaurant chains with a specified number of establishments. However, there is concern that there will be an increased number of communities issuing an increased number of requirements for more and more operations.

Many regulations require, for example, that the number of calories and grams of saturated fat for all menu items must be listed. Locations for listing the information can include flyers, wall or counter signage, tray or place mats, menu boards, and self-order kiosks.



## RESTAURANT TECHNOLOGY

The Internet makes it easy to generate nutritional information about any standardized recipe with user-friendly data from the United States Department of Agriculture (USDA) or other nutrient database. Once completed, the process will not need to be repeated if the recipe does not change, in contrast to recipe costing systems that require changes whenever market prices of ingredients change.

Many of the nutrition analysis systems available on the Internet are very simple to use. In addition to restaurant and foodservice managers, they might also be of interest to persons desiring information about their own recipes for use in their personal life.

### THINK ABOUT IT ...

Many customers select nutritious items and “reward themselves” with dessert. Also, customers with a special occasion may revise nutrition concerns.

Does your concern about nutrition vary, or do you always have the same policy?

The last step in the process is to print the information on the menu or to use it for other purposes. Perhaps a fact sheet will be made available to inquiring customers. Providing information like this can show customers the care taken to purchase and prepare items, and suggests the approximate nutritional content.

## TRUTH-IN-MENU CONCERNS

Menus are among the best customer communication and sales tools available to managers. In designing them, **truth-in-menu laws** in many locations require menu descriptions to be honest and accurate.

The concept of truth-in-menu relates to concerns that menu descriptions should give accurate information on quantity, quality, point of origin, and other factors to help customers understand what they are ordering. In other words, menu information should not deceive customers. Honest menu descriptions are good for the business because they are good for customer relations. Why would a manager want to show a menu photograph of eight large shrimp on a seafood platter if customers receive only six shrimp? Why would a manager incorrectly show that a salad contains crumbled blue cheese when many customers will notice the absence of that key ingredient?

Menus must be accurate in their selling price claims as well as in item and ingredient descriptions. For example, if a menu item is listed with a selling price of \$6.95, this should be the charge. It is acceptable to indicate “Market price,” but customers should be told the actual price when they ask or when they order.

If there are service charges, these should be stated on the menu. Service charges are optional, and most establishments do not have them. One relatively common use occurs when a percentage of the total meal charge is assessed on groups of a certain size or larger. Also, many lodging operations with room service have a mandatory delivery charge, and these fees should also be clearly stated.

A wide range of factors should be considered when menu descriptions are written:

- **Preparation style:** A product is not “homemade” unless it is prepared on site. Steaks should not be described as “grilled” if the markings are mechanically produced and the item is steamed.
- **Ingredients:** “Fresh shrimp” cannot be frozen shrimp and “maple syrup” cannot be maple-flavored syrup.
- **Item size:** There are legal definitions for products such as large Pacific oysters (a gallon cannot contain more than 65). Vendors may be good sources of information about descriptions for such menu items.
- **Health benefits:** There are very strict federal guidelines about nutrition claims on the menu. Menu writers cannot put creativity above accuracy, and nutrition claims are difficult for many operations to meet consistently.

Many menus provide statements of caution about the consumption of raw or undercooked meat, fish, poultry, shellfish, or eggs. They may also warn customers about sulfate chemicals in wine, small bones in fish, and monosodium glutamate (MSG) in menu items. The menus sometimes identify these food products and disclose that eating them may increase the chance of an allergic reaction or other harm.

Truth-in-menu regulations are controlled by state and local public health departments. Local health department staff should be contacted for information applicable to a specific establishment.

Truth-in-menu laws require only that menus are truthful, but descriptions by servers also must be correct. Servers should be trained about truth-in-menu concerns so they can provide appropriate explanations. One example relates to food allergies, the topic of the next section.

## ALLERGIES AND THE MENU

About 4 percent of people in the United States have food allergies. **Food allergies** occur when the body mistakes an ingredient in food, usually a protein, as harmful and creates a defense system (antibodies) to fight it. There is no known cure. The only way to prevent an allergic reaction is to avoid the food that causes it.

When a person eats a food to which he or she is allergic, reactions can begin quickly. Reactions include swelling of the lips, tongue, and throat, difficulty breathing, hives, abdominal cramps, vomiting, and diarrhea. Symptoms can range from mild to severe and even death in the worse cases, and reactions can occur a few minutes to up to two hours after eating the offending food.

Many customers do not mention their food allergies to servers. Instead, they rely on the menu for ingredient information. To help prevent food allergy incidents, managers may add a menu caution statement or post a sign prompting customers with food allergies to talk with the manager about ingredient information.\*

### Basics of Food Allergies

People with severe food allergies may experience **anaphylaxis**. This is a potentially life-threatening allergic reaction that can cause a drop in blood pressure, loss of consciousness, and even death.

When persons with food allergies dine away from home, they rely on service staff to provide accurate ingredient information so they can make informed decisions. Inaccurate or incomplete information puts these customers at risk

\*This section is adapted from: The Food Allergy & Anaphylaxis Network. Welcoming Guests with Food Allergies. Fairfax, Va. 2001.

## Manager's Memo

If truth-in-menu requirements are so important, why do some managers get away with indicating they serve a mile-high pie or have the greatest hamburger in the world? Laws do not prohibit making statements that are obviously made in jest and when most customers will realize the statement is an exaggeration.

These examples are very different from managers who inform their customers that they will be served Idaho potatoes or fresh Florida orange juice when the potatoes are not from Idaho and the orange juice is really frozen and imported.

Professional restaurant and foodservice managers strive for accuracy in their menus because they know their customers expect it. Today, there is another reason: It is the law.

## THINK ABOUT IT . . .

Menu caution statements alert customers about health concerns. Some are mandated by government, such as undercooked food and foodborne illness. Others are voluntary.

As a manager, what types of voluntary caution statements would you list?

for a reaction, can end their dining experience, and may require ambulance transport to the hospital.

Education, cooperation, and teamwork are keys to safely serving a customer with food allergies. All employees must know about the issues surrounding food allergies. They must also know what to do if an allergic reaction occurs.

Although an individual can be allergic to any food, the eight food products shown in *Exhibit 8.4* account for 90 percent of all food allergy reactions: peanuts, tree nuts, fish, shellfish, milk, soy, eggs, wheat.

Exhibit 8.4



- Peanuts
- Tree nuts



- Fish
- Shellfish



- Milk



- Soy



- Eggs



- Wheat

Peanuts are the leading cause of severe allergic reactions in the United States, followed by shellfish, fish, tree nuts, and eggs. Some reports suggest that fish and shellfish are likely to be the leading cause of food allergy in adults. For some people, just a trace amount of the food can cause a reaction.

Allergic reactions can occur in some persons when they consume even invisible amounts of a food. **Cross-contact** occurs when one food comes into contact with another and their proteins mix. This contact may be direct, such as consuming milk as an ingredient. It can also be indirect contact with hands or utensils, such as when a measuring tool is used for milk and then for another ingredient. Therefore, precautions must be taken to avoid cross-contact.

### Create a Management Plan

The best way to minimize customer food allergy risks is to create a written plan. All staff members must follow the plan.

The plan should be developed around the existing menu and the recipes used to prepare the menu items. The chef should determine the menu items that are allergen free and the ingredients used to prepare the items are allergen free. The standardized recipes can be the source of the ingredients used. Manufacturers' and vendors' product fact sheets and guides from allergy associations and the USDA will be helpful, as can be the ingredient package labels. Once these allergen-free items are identified, they can be suggested to customers who indicate concerns about food allergies.

Armed with this information, the chef can consider whether ingredients known to cause allergic reactions in some people can be replaced with other ingredients. For example, the chef can confirm that the deep-frying oil does not contain peanut oil. If it does, perhaps another frying oil can be used. If the oil containing peanut products must be used, the chef will know that products fried in that oil cannot be served to those with food allergies. These items will then be placed on the allergen watch list unless they can be offered in another form such as baked instead of fried.

When creating the plan, several questions should be addressed:

- Who will answer customers' questions about menu items?
- Who will check the ingredients in menu items?
- What should kitchen employees do to prevent food from contacting other food products that frequently cause allergies?
- What should be done if a customer has an allergic reaction?

### Manager's Memo

A study of allergic reactions to peanuts and tree nuts in restaurant and foodservice establishments showed that half of the reactions occurred because these allergens were "hidden" in menu items such as sauces, dressings, or egg rolls.

In most cases, eating the food caused the allergic reaction. Five cases did not involve consumption of the food. Two were caused by nut shells on the floor, and two involved customer contact with residual food on a table. One customer experienced a reaction after coming within two feet of the food being cooked. Cooking releases airborne proteins.

**THINK ABOUT IT . . .**

If a customer has an allergic reaction, it can be life threatening, cause significant disruption, and be uncomfortable for others.

Have you ever been in an establishment when a customer had an allergic reaction? What happened?

Some operations have performance standards about the timeliness of service. However, employees who feel rushed may take shortcuts. Managers should let their employees know that when they are handling food for a customer with a food allergy, more time is allowed to prevent a mistake.

Operations should be able to supply a list of ingredients when a customer with a food allergy makes this request. During operating hours, the establishment should have at least one person on duty, ideally the manager, who can handle questions and special requests. Other staff members should direct questions about food allergies to that person.

Ongoing reviews of operations may indicate how mistakes might be made when preparing a special meal. For example, can communication

between the servers who take the order and the kitchen staff who prepare the food be improved (*Exhibit 8.5*)?

When a customer informs an employee about a food allergy, the employee should implement the plan for handling the order. That may mean providing the customer with a list of ingredients. Sometimes it means informing the customer that food items are not prepared on-site and no specific ingredient information is available.

If a customer has an allergic reaction, call emergency medical services to obtain assistance immediately. Do not delay medical treatment by denying that the reaction is occurring or waiting to see if it passes.

Post the emergency number (911) at all telephones as a reminder. Also post the street address and telephone number of the establishment by the phones.

A customer experiencing an allergic reaction should not stand. Some cases of fatal anaphylaxis have occurred after a customer has risen to an upright position. If a customer is experiencing an allergic reaction, keep him or her in the same position.

**REDUCE LIABILITY**

Lawsuits have been filed against operations when customers had allergic reactions. This occurred when customers were given misinformation or incomplete information about ingredients.

Exhibit 8.5



Ensure correct foodhandling procedures are consistently followed. Operations have been held responsible for allergic reactions resulting from cross-contact between food items after a server was notified of a food allergy. In one example, a family explained that their child had an allergy to shellfish. The child was served French fries that were prepared in the same oil used to fry shellfish. The child had an allergic reaction, and the family sued.

Compensatory damages typically cover the actual cost of medical expenses, lost wages, and compensation for pain and suffering. An operation can also be held liable for **punitive damages**. This could occur if a court found the establishment's actions showed reckless disregard for the customer's safety. Punitive damages often exceed the amount of compensatory damages.

The purpose of punitive damages is to punish offenders and serve as a warning to others not to commit the same act. Punitive damages are awarded when an individual or company was so grossly negligent that they are required to pay damages in excess of actual losses suffered. By assessing punitive damages, society makes a statement that the behavior in question absolutely will not be tolerated.

#### CONSIDER CUSTOMER ORDERING PROCEDURES

When a customer identifies himself or herself as having a food allergy, the employee who is informed should notify the manager on duty. Then the manager can answer questions about menu items and ensure that the proper procedures are followed.

The manager or chef should be responsible for discussing ingredient information with the customer and letting him or her know if ingredient information is not available. While employees can supply ingredients and preparation methods, the customer must decide about the specific menu selection.

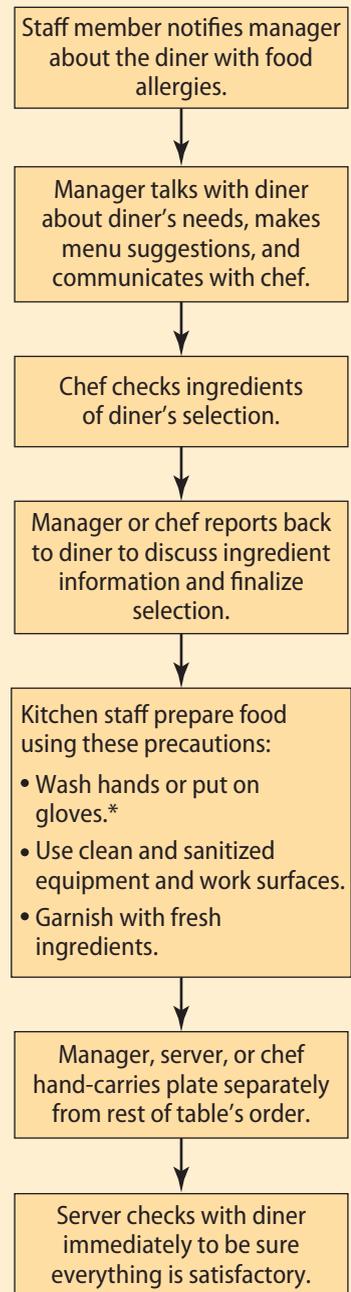
*Exhibit 8.6* reviews the sequence of activities for taking orders from customers with food allergies.

#### More about the Manager's Role

The manager should have written standard operating procedures that describe the procedures for preparing and serving food to customers with food allergies. The procedures should clearly define how to handle all communications with customers about food allergies.

**Exhibit 8.6**

#### FOOD ALLERGY ORDERS IN THE OPERATION



\*Some individuals are allergic to latex, so this type of glove should not be used in meal preparation for such a patron.

## Manager's Memo

Food allergy training should address high-risk menu choices. For example, fried food items are high risk because the cooking oil often is used for many foods. Unless there is a designated fryer, customers with food allergies should be advised against selecting fried food items.

Desserts are another concern because they use allergy-causing ingredients such as nuts in unexpected ways. Individuals who have food allergies might select fresh fruit for their dessert.

Sauces can be used in entrées or desserts. Unless it is certain that the sauces contain no allergy-causing ingredients, they should not be recommended to customers with food allergies.

Pastry-covered dishes do not permit a visual inspection of food to be consumed. Also, combination food items such as stews or pot pies contain many ingredients, some of which are difficult to see. To be safe, servers can discourage these items for customers with food allergies.

In addition, managers must develop written instructions for handling an allergic reaction. Having these plans in place before they are needed will help ensure that employees can correctly handle any allergy emergency.

Managers should also periodically conduct food allergy training to be sure that both newly hired and more experienced employees are properly prepared. This training should include a thorough review of the operation's food allergy management plan.

Buffet tables and individual service areas such as deli stations and grill areas in cafeterias are considered high risk for people with food allergies because of cross-contact possibilities. Serving utensils may be used for several dishes, or small bits of food from one dish may get into other dishes. For example, shredded cheese may wind up in a milk-free food product placed next to it. Also, buffet labels may get mixed up. If a guest with food allergies desires a specific buffet selection, consider asking kitchen employees if the item can be specially prepared.

Managers should review their menus to determine ways that customers with food allergies can learn the ingredients. Provide as much information as possible on the menu:

| Instead Of           | Describe As                           |
|----------------------|---------------------------------------|
| Apple Cake           | Apple-Walnut Cake                     |
| Blue Cheese Dressing | Blue Cheese and Walnut Dressing       |
| Monterey Pasta Salad | Monterey Pasta Salad with Almonds     |
| Chicken Stir-Fry     | Chicken Cashew Stir-Fry               |
| Asian Noodles        | Asian Noodles with Peanuts            |
| Pasta with Pesto     | Pasta with Pesto (contains Pine Nuts) |

If servers are not certain about all menu item ingredients, they should be trained to say so. Customers will appreciate the honesty. Servers can then speak to the chef or manager to learn details. Perhaps the chef will be asked to speak to the customer about safe menu selections.

Managers can print notes on their menus and Web sites for customers with food allergies:

- “For those with food allergies, please inform your server, who will be happy to discuss any necessary changes.”
- “Please alert your server to any food allergies before ordering.”

Some diners with food allergies may call ahead to find out about menu options. One person should be designated to take these calls. Managers who

receive a telephone call about a food allergy–related incident should listen carefully and gather all the facts from the customer and the employees involved.

Effectively resolving customer complaints is an important part of high-quality service, so employees should be trained to not react defensively or dismiss concerns. Always view any reported allergic reaction as an opportunity to reevaluate the food allergy management plan and pinpoint areas for improvement.

### More about the Servers' Role

Customers with food allergies depend on servers to notify the manager and chef about their dietary restrictions. They usually prefer not to draw unnecessary attention to themselves.

After the designated staff member has assisted the customer with the food order, that staff member should make a written notation on the guest ticket (*Exhibit 8.7*). The ticket should then be flagged at the top to alert kitchen staff about any cross-contact issues. It is not acceptable to just modify the order, for example, by writing “no cheese” for someone with a milk allergy. Instead, employees must make clear that the diner has a food allergy. One way to do this may be is to note the seating location of the allergic customer in the ordering information. However, this should supplement and not replace the need for spoken alerts according to the establishment’s plan.

Exhibit 8.7



### RESTAURANT TECHNOLOGY

Managers should keep all printed materials and information on the operation’s Web site accurate and current to avoid confusion and reduce risks. If recipe ingredient information is on the Web site, ensure that the information is the same as the printed material available at the establishment. Posting information for customers with food allergies is worth considering because many potential customers view the Web site before visiting the establishment. Some establishments have added a link to the Food Allergy & Anaphylaxis Network Web site with a message to their customers.



### KEEPING IT SAFE

Before seating a customer with a food allergy, the host should make sure the seating area has been thoroughly cleaned. This ensures that the diner will not come into contact with any leftover food from previous customers. Special care should also be taken to clean infant high chairs. In addition, a customer with a food allergy should not be seated at a table close to the kitchen’s entrance. Splattering food or steam could spread allergens to the customer’s table.

Special orders should not be picked up from the service area by anyone but the designated person, who might be the manager, chef, or server depending on the operation. This will help prevent problems such as delivering the wrong food or exposing the specially prepared meal to cross-contact with a food allergen. The food should be hand-carried directly to the customer. The server should ensure that nothing is accidentally spilled on or brushed against the special meal.

There are several ways that allergens can enter food through cross-contact during the serving process:



**KEEPING IT SAFE**

What if a mistake is made on an order for a diner with a food allergy? The only acceptable correction is to discard the order and remake it. Removing the offending ingredient—for example, scraping nuts off the top of a sundae or taking the cheese off a burger—is not a solution. A trace amount of protein remaining on the food could be enough to cause an allergic reaction. If necessary, inform the customer that it will take a few extra minutes to ensure that his or her meal is prepared properly.

- **Unclean hands or gloves:** Something as simple as picking up a muffin containing nuts and then picking up a nut-free muffin may cause cross-contact. Wash hands thoroughly and put on a fresh pair of gloves before serving an allergen-free meal. Soap and warm water are effective for removing allergens from hands, but hand sanitizers are not.
- **Splashed or spilled food:** It is possible for cross-contact to occur if a customer’s food, drinks, or utensils are carried on a tray with other items. Milk or cream can spill, or butter can come in contact with a food item that is otherwise milk-free. Use a small plate or saucer when carrying cream or butter to catch any spills. Ideally, the allergen-free meal should be carried by itself directly from the kitchen to the customer.
- **Trays:** Trays used to carry allergen-free meals should first be cleaned thoroughly with hot, soapy water or other appropriate cleaning compounds and procedures. Wiping a tray with a damp towel is insufficient.
- **Garnishes:** To minimize the chance for mistakes, only the chef, manager, or other designated employee should garnish the plate. Ingredients on the production line can easily spill into containers of other ingredients. For example, it is easy for shredded cheese, croutons, or nuts to become mixed with prepped vegetables, garnishes, and herbs. To avoid cross-contact, use the backup supply of fresh ingredients.
- **Pockets:** Servers should not carry cheese graters, pepper mills, or other tools in their apron pockets.

Exhibit 8.8



**More about the Chef’s Role**

Customers with food allergies depend on food-production employees for answers about a meal’s ingredients and cooking methods. Customers are safe only when their meal is prepared correctly.

Chefs must read ingredient and allergen information for products prepared off-site (*Exhibit 8.8*) every time they prepare a food allergy

order, because manufacturers may change ingredients without notice. They should also inform diners if ingredients are used in unexpected ways. Examples include adding crushed nuts to a pie crust or using peanut butter to thicken sauces. Customers should be told about ingredients in marinades and about flavor ingredients such as butter added while cooking.

Production staff must avoid cross-contact from other dishes. There are several common ways that cross-contact can occur:

- **Unclean hands or gloves:** Wash hands thoroughly and use a fresh pair of gloves before preparing an allergen-free meal. Remember that hand sanitizers do not remove allergens.
- **Shared equipment, utensils, grills, fryers, cooking areas, and counters:** If a spatula and cookie sheet are used to prepare cookies containing peanuts, then wiped clean and reused to prepare peanut-free cookies, a customer with a peanut allergy may have a reaction. A pot of water used to boil allergen-containing food such as cheese-filled pasta may contain enough protein to contaminate other food boiled in the same water, such as milk-free pasta. Therefore, all pans should be thoroughly washed with soap and water and then sanitized. Use clean utensils for each ingredient or food item, or set aside a designated, color-coded set of utensils to handle meals for customers with food allergies.
- **Refilled serving containers:** If a container that was originally filled with cashews is then refilled with peanuts, the peanuts could have enough cashew protein on them to cause an allergic reaction. Wash and sanitize all containers carefully before refilling them with new food items.
- **Garnishes:** Ingredients on the line may spill into open containers of garnishing ingredients. Do not add garnishes to orders prepared for those with food allergies unless procedures are established and followed to prevent cross-contact. The chef or other designated staff member should apply garnishes using ingredients from the backup supply. Consider keeping garnishes that contain common allergy-causing food products such as milk, peanuts, and tree nuts in covered containers.
- **Splatter or steam from cooking:** When preparing a meal for a diner with a food allergy, do not cook the food near food containing the allergen. Do not pass other food items, plates, pans, or utensils over the pan containing the special order. Just a drop of the allergy-causing food is enough to put the customer at risk for a reaction.
- **Deep fryers:** Oil that has been used will contain protein from previously fried food. Menu items selected by a customer with allergies should be kept away from the fryer.

## Manager's Memo

Chefs must read the labels of all ingredients used to prepare meals for diners with food allergies because allergens are found in some common food products:

- Worcestershire sauce contains anchovies and/or sardines; both are fish.
- Barbecue sauces vary; at least one brand contains pecans.
- Imitation butter flavor often contains milk protein, which may be listed on the ingredient statement as either artificial or natural butter flavor.
- Sweet-and-sour sauce may contain wheat and soy.
- Egg substitutes usually contain egg white.
- Canned tuna may contain casein (a milk protein) or soy protein as a natural flavoring.

If an ingredient statement is unavailable, inform the manager or customer. If possible, substitute an ingredient that is definitely safe. Otherwise, suggest another menu selection.

## RESPONSIBLE SERVICE OF ALCOHOLIC BEVERAGES

Managers and employees assume legal responsibilities when they serve alcoholic beverages. They must follow all laws that apply to alcoholic beverage service. Managers must implement training and other programs to help ensure that their employees consistently follow procedures to remain in compliance. Managers are responsible for ensuring the status of any applicable licensing or certification for current employees is monitored, and that any applicable renewal requirements are met. All verification information, training records, and copies of employee beverage service licenses and certifications should be maintained in the establishment's personnel records.

Laws regulating the sales of alcoholic beverages are developed by state or the local community, and regulations may vary from place to place. However, some concerns are so important that they are addressed in legal language in every state. Two examples include serving alcohol to a minor under 21 years old, and serving customers who are, or appear to be, intoxicated.

The amount of alcohol absorbed into a person's bloodstream is called **blood alcohol content (BAC)**. In all states, it is against the law to drive a vehicle with a BAC of 0.08 or higher. This means there can be no more than 0.08 drop of alcohol present for every 1,000 drops of blood.

In addition to legal age and quantity allowed, state and local laws cover a wide range of concerns:

- Hours during which alcoholic beverages can be sold.
- Where in an establishment alcohol can be served. For example, alcoholic beverages might be served only to customers who are seated and not to those standing in a lobby area.
- Days when alcoholic beverages can be sold. For example, some jurisdictions may prohibit sales on Sunday or Election Day.
- Legal age to serve alcoholic beverages.
- Legal age to enter an establishment serving alcoholic beverages.
- Allowable "happy hours" and other drink promotions.

### Alcoholic Beverages and the Body

The effects of alcohol on a customer's BAC depend on the rate at which it enters the bloodstream. The liver can remove alcohol at a rate of about one drink per hour. If consumption is greater, the BAC will increase. If, for example, a customer orders two drinks in an hour, the liver breaks down the alcohol in the first drink while the alcohol in the second drink stays in the bloodstream.

Other factors affect how high and how quickly a customer's BAC rises:

- **Drink strength:** The more alcohol in the drink, the more will end up in the bloodstream and the higher the BAC.
- **Body type:** A smaller person has a higher BAC than a larger person drinking the same amount because the smaller person has less blood to dilute the alcohol. Also, a person with a larger percentage of body fat will have a higher BAC than a lean person who drinks the same amount. Body fat does not absorb alcohol, so it must remain in the bloodstream until it is broken down by the liver. In comparison, alcohol can pass through muscle in a lean person and spread throughout the body.
- **Gender:** A woman will have a higher BAC than a man if both are of equal size and consume the same amount because women have a higher percentage of body fat. Women have a smaller amount of a stomach enzyme that helps break down alcohol. They are also typically smaller than men and have less blood.
- **Age:** An older person who drinks the same amount as a younger person will typically have a higher BAC because body fat increases with age and chemicals that help break down alcohol slow down.
- **Emotional state:** An emotional guest will have a higher BAC than a guest who is calm, all other factors being the same. When a person is stressed, angry, or afraid, the body diverts blood to the muscles and away from the stomach and small intestine. This reduced blood flow slows the absorption of alcohol into the bloodstream. The guest will not feel the effects of the alcohol and may continue to drink. As the guest begins to calm down and blood flow returns to the stomach, he or she may experience a sudden increase in BAC.
- **Medications:** Customers who consume alcohol while using many medications or illegal drugs may compound the effects of alcohol or expose themselves to dangerous interactions.
- **Food:** Customers who have not eaten have a higher BAC than customers who have eaten, all other factors being the same. Food impacts the rate that alcohol enters the bloodstream. It keeps alcohol in the stomach for a longer period of time and slows the rate at which it reaches the small intestine.
- **Carbonation:** Customers drinking a carbonated drink such as gin and tonic will have a higher BAC than those drinking a beverage without carbonation if other factors are the same. Carbonation speeds up the rate at which alcohol passes through the stomach, so the customers reach a higher BAC at a faster rate.

Additionally, some customers have a combination of these factors. For example, an elderly woman on medication consuming a carbonated beverage has four factors affecting the BAC.

### Determining the Level of Intoxication

Recall that that managers and employees in establishments serving alcoholic beverages incur legal liabilities related to alcohol service. If laws are not followed, lawsuits and even criminal charges resulting in fines and even imprisonment can result. In addition, the establishment could lose its liquor license and be forced to close.

It is against the law to serve those who are obviously and visibly intoxicated. Therefore, employees must be trained to recognize when customers' levels of intoxication are increasing to the point where the service of alcoholic beverages must be slowed or stopped.

There are two ways to determine a customer's level of intoxication: count the number of drinks served and observe behavior. A combination of both approaches is best.

**Proof** is a measure of liquor strength and represents the percentage of alcohol in the beverage. Percentage is determined by dividing the liquor's proof by 2. For example, a 100-proof whiskey is 50 percent alcohol:

$$\begin{array}{ccccccc} 100 & \div & 2 & = & 50 & & \\ \text{Proof} & & & & \text{Percent alcohol} & & \end{array}$$

The following beverages serve as the standard to measure when counting drinks because they all contain approximately the same amount of alcohol (½ ounce), as shown in *Exhibit 8.9*.



The alcohol content in a drink does not change when a non-alcoholic beverage (mixer) is added. For example, 1 ounce of 80-proof vodka contains the same amount of alcohol (40 percent) even if several ounces of mixer such as tonic are added.

If a server or bartender counts the number of drinks consumed by the customer and estimates approximate weight, it is possible to get a rough idea about that person's BAC using the information in *Exhibit 8.10* and *Exhibit 8.11*. Note that a customer's actual BAC may be different than the estimates due to other factors such as drinking before reaching the establishment or the customer's physical condition, emotional state, and consumption of food or medication. Also, some customers may exhibit signs of intoxication at lower BAC levels.

**Exhibit 8.10**

**MEN (AFTER ONE HOUR OF DRINKING)**

| Number of Drinks | Body Weight |      |      |      |      |      |      |      |
|------------------|-------------|------|------|------|------|------|------|------|
|                  | 100         | 120  | 140  | 160  | 180  | 200  | 220  | 240  |
| 1                | .022        | .015 | .011 | .007 | .005 | .003 | .001 | .000 |
| 2                | .059        | .046 | .038 | .031 | .026 | .022 | .018 | .015 |
| 3                | .097        | .078 | .064 | .054 | .046 | .040 | .035 | .031 |
| 4                | .134        | .109 | .091 | .078 | .067 | .059 | .052 | .046 |
| 5                | .172        | .140 | .118 | .101 | .088 | .078 | .069 | .062 |
| 6                | .209        | .172 | .145 | .125 | .109 | .097 | .086 | .078 |
| 7                | .247        | .203 | .172 | .148 | .130 | .115 | .103 | .093 |
| 8                | .284        | .234 | .198 | .172 | .151 | .134 | .120 | .109 |

■ Indicates a BAC of .08 or higher

Adapted from: Markham, M. R., Miller, W. R. & Arciniega, L. (1993) BACCuS 2.01: Computer software for quantifying alcohol consumption. *Behavior Research Methods, Instruments, & Computers*, 25, 420–421.

**Exhibit 8.11**

**WOMEN (AFTER ONE HOUR OF DRINKING)**

| Number of Drinks | Body Weight |      |      |      |      |      |      |      |
|------------------|-------------|------|------|------|------|------|------|------|
|                  | 100         | 120  | 140  | 160  | 180  | 200  | 220  | 240  |
| 1                | .029        | .022 | .016 | .012 | .009 | .006 | .004 | .003 |
| 2                | .074        | .059 | .048 | .040 | .034 | .029 | .025 | .022 |
| 3                | .119        | .097 | .080 | .068 | .059 | .052 | .045 | .040 |
| 4                | .164        | .134 | .113 | .096 | .084 | .074 | .066 | .059 |
| 5                | .209        | .172 | .145 | .125 | .109 | .097 | .086 | .078 |
| 6                | .254        | .209 | .177 | .153 | .134 | .119 | .107 | .097 |
| 7                | .299        | .247 | .209 | .181 | .159 | .142 | .127 | .115 |
| 8                | .344        | .284 | .241 | .209 | .184 | .164 | .148 | .134 |

■ Indicates a BAC of .08 or higher

Adapted from: Markham, M. R., Miller, W. R. & Arciniega, L. (1993) BACCuS 2.01: Computer software for quantifying alcohol consumption. *Behavior Research Methods, Instruments, & Computers*, 25, 420–421.

## Manager's Memo

Managers should train their bartenders and service staff to start counting drinks when customers place their order and continue counting until they leave. In bar areas, a tab can be left in front of the customer so bartenders and servers can monitor it. For customers in the dining room, servers can keep a drink tally on the back of the customer check.

Counting drinks can be difficult, if not impossible, in some situations such as stand-up receptions where customers move around and are served at different locations. Then servers must be trained to rely on observation to spot possible intoxication.

### THINK ABOUT IT . . .

Those who prepare and serve alcoholic beverages must learn the signs of intoxication. Why should hosts, security staff, parking attendants, and other employees also have this training?

Refer to the exhibits to see how the information can be used. A 120-pound woman has consumed two drinks in an hour. Using *Exhibit 8.11*, note that her approximate BAC would be 0.059. However, it would take four drinks for a 200-pound man to reach the same BAC (*Exhibit 8.10*).

### SIGNS OF INTOXICATION

Managers should train employees to watch for physical and behavioral changes in customers. A change in behavior is more significant than the behavior itself. For example, one customer may normally be loud and outgoing, while another becomes loud after several drinks. Taking the time to talk to customers, in addition to observing, helps determine the purpose of their visit and the level of intoxication. If, for example, customers are determined to “get drunk,” it is important to know this.

When large amounts of alcohol reach the brain, it cannot function normally. Certain physical and behavioral changes occur:

- **Relaxed inhibitions:** Customers with relaxed inhibitions may be overly friendly. On the other hand, they may be unfriendly or depressed, may become loud, use foul language, or make rude comments.
- **Impaired judgment:** Customers with impaired judgment may complain about the strength of a drink, begin drinking faster, or switch to larger drinks. They may make irrational statements or become careless with their money, for example, buying drinks for strangers.
- **Slowed reaction time:** Customers with slowed reaction time may talk or move slowly, lose their train of thought, or become drowsy. Their eyes may become glassy.
- **Impaired motor coordination:** Customers with impaired motor coordination may stagger, stumble or fall down, and be unable to pick up objects. They may sway when sitting or standing or may slur their speech.

Customers should be monitored from the time they arrive until they are ready to leave. If there are signs of intoxication, managers and specified coworkers must be notified. If customers move from the bar to the dining room, information about the amount of alcohol consumed should go with them.

### PREVENTING INTOXICATION

Bartenders and servers must do everything possible to ensure their customers do not become intoxicated:

- Offer food to help keep alcohol in the stomach and slow the rate at which it reaches the small intestine (*Exhibit 8.12*).

Exhibit 8.12



- Offer water. Drinking alcohol causes dehydration, makes customers thirsty, and causes them to drink more. Servers can offer water with drinks and refill water glasses frequently.
- Avoid overpouring when mixing drinks. Overpouring makes it difficult to count the actual number of drinks. It also makes it difficult for customers to regulate their own drinking.
- Serve customers one drink at a time to help pace consumption.

### CHECKING CUSTOMERS' IDENTIFICATION

It is against the law to serve alcoholic beverages to any customer who is less than 21 years of age. It is very important to ensure that customers are of this legal age, and this can be done only by accurately checking identifications (IDs). The types of ID that are legally acceptable vary but in most states, a driver's license, state ID card, military ID, and passport are legally acceptable.

When checking an ID, the employee must verify that it is genuine:

- Make sure the ID is valid. It must contain the owner's birth date, signature, and photo; be current; and be intact (not damaged or manipulated). Many states have training programs that explain how to determine if IDs are valid.
- Ensure that it has not been issued to a minor. All states add special features such as special colors, text, or layout features on a minor's ID to make it easy to spot.

- Use the birth date to verify customer age as shown in *Exhibit 8.13*. Many state IDs indicate the date a minor turns 21 to eliminate the need to calculate based on birth date. Some states do not provide this information, so calculations are needed.
- Verify that the ID is genuine. Servers must be familiar with valid IDs in their state and surrounding states. Fortunately, some states have developed IDs that are difficult to alter, and available ID checking guides provide full-sized samples and detailed information about minor IDs, state ID cards, and valid driver’s licenses.
- Verify that the ID belongs to the customer. To do this, compare the customer to the photo. Look at physical characteristics on the ID including height and weight, eye color, and gender.

**Exhibit 8.13**

**CHECKING AGE**

A good way to determine the customer’s age based on birth date involves three steps:

**Step 1** Add 20 to the customer’s birth year.

|                          |   |    |   |       |
|--------------------------|---|----|---|-------|
| 1990                     | + | 20 | = | 2010  |
| Customer’s<br>birth year |   |    |   | Total |

**Step 2** Add 1 to the total.

|              |   |   |   |                    |
|--------------|---|---|---|--------------------|
| 2010         | + | 1 | = | 2011               |
| Step 1 total |   |   |   | Calculated<br>year |

**Step 3** Compare the calculated year to the current year.

|                    |    |                 |
|--------------------|----|-----------------|
| 2011               | to | 2012            |
| Calculated<br>year |    | Current<br>year |

If the calculated year is *before* the current year, the customer is 21 years old or older.  
 If the calculated year occurs *after* the current year, the customer is underage.  
 If the calculated year *matches* the current year and the customer’s birthday has passed, the customer is 21 years old. If the customer’s birthday has not passed, the customer is underage.

Employees must check the ID of any customer who appears to be under 21 years old. Some establishments are very conservative and request ID for all customers, including those who are obviously much older than 21.

It is important to use proper procedures for checking IDs. The customer should be greeted properly and asked to provide an ID, and then the ID must

be verified. If there are any questions about the authenticity of the ID, further verification is needed such as a second valid ID, comparison of the customer's signature to the ID signature, or asking questions such as "What is your address?" At this point, obtaining assistance from the manager or another designated employee may be helpful. If necessary, a potential customer should be refused service of alcoholic beverages. Employees have the legal right to do so in order to comply with the law.

### HANDLING INTOXICATED CUSTOMERS

Even when managers train their staff to serve alcoholic beverages responsibly, problems can still arise. Establishments have different policies about who should be involved in stopping service. These policies should always be followed. In some operations, servers can do this. In others, servers must contact the manager before stopping service and in still other operations, this is a management responsibility.

Several steps are useful when stopping the service of alcoholic beverages to a customer:

- Alert a backup who is prepared to provide assistance and is close enough to observe the situation.
- Enlist the help of other customers if appropriate. Sometimes a server can ask another customer who is with the intoxicated customer for assistance.
- Wait until the customer orders the next round before stopping service. Sometimes a customer may decide that the current drink is the last, and a potential problem can be avoided.
- Inform the customer that service will be stopped. Try to do this quietly and without being judgmental. Do not say "You're drunk." Instead, say something like "I cannot serve you any more alcohol," and then express concern: "I just want to make sure you will be safe getting home." Be firm and once the decision to stop service is made, stick to it.
- Offer non-alcoholic alternatives such as coffee, soft drinks, or other beverages.

If an intoxicated customer attempts to drive away from the establishment, several strategies become important:

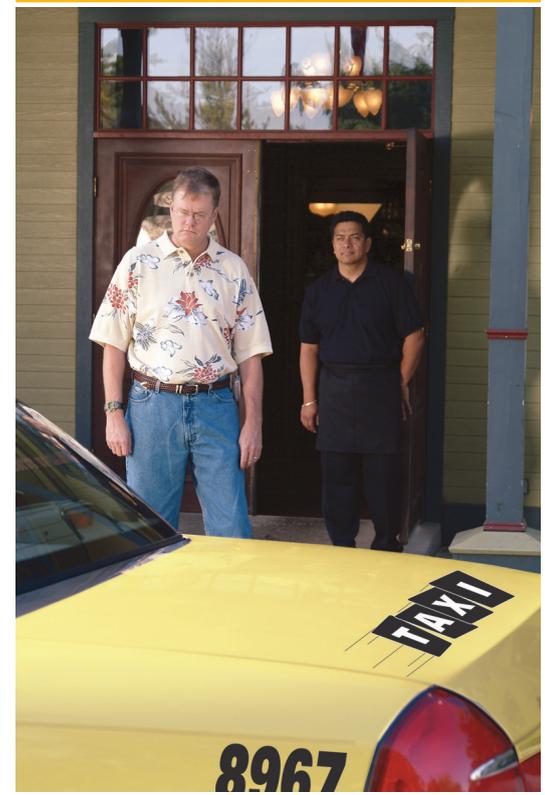
- Try to convince the customer that it is not safe for him or her to drive.
- Ask for the customer's keys and arrange alternate transportation. Examples include calling a person suggested by the customer, asking a companion who is not intoxicated to drive, or calling a cab (*Exhibit 8.14*). If the customer insists on driving, indicate that you will call the police—and do so. Information about the make and model of the car, the license plate number, and the direction the customer is driving will be helpful.

### THINK ABOUT IT . . .

If a false ID is spotted, the employee should refuse service and may refuse entry into the establishment. Always follow company policy driven by applicable laws.

If you were a manager, what would your policy be? Why?

Exhibit 8.14



## Manager's Memo

Designated driver programs can be helpful in the establishment's plan. For example, one person in a group of drinkers can consent to be the designated driver and not consume alcohol during the visit. In exchange, this person may be given complimentary food, non-alcoholic beverages, or coupons for future visits.

Even if a designated driver is in the group, employees should not serve another member of the group who is intoxicated. Let members of the group know that no one in the group can be "overserved." A designated driver could potentially take an intoxicated person to his or her vehicle in another location.

Sometimes customers arrive at the operation intoxicated. In this case, ensure they are not served any more alcohol by communicating the customer's condition to coworkers. Even though employees have not served the intoxicated customer, it is still important to keep him or her from driving away in that condition. The steps just described also apply to a customer who is intoxicated on arrival.

### FOLLOW-UP ACTIVITIES

When a situation regarding alcoholic beverage consumption occurs, many establishments require that an incident report be completed. One purpose is to document what happened and what actions were taken. An incident report also helps managers determine if policies are effective or whether they need revision.

Information should be accurately reported, and the document should be completed immediately after the incident so important facts will not be forgotten. Company policy about what to include in the report and how the incident should be documented should be closely followed.

There are several times when incident reports should be completed:

- Alcohol service has been stopped to a customer.
- Alternate transportation has been arranged for a customer.
- A customer's ID has been taken.
- An illegal activity or violent situation has occurred.
- A customer has become ill.

### TRAINING IS CRITICAL

Managers must train employees to effectively handle all of the potential concerns related to the responsible service of alcoholic beverages. The National Restaurant Association's ServSafe Alcohol program is one example of a system that can be presented with modification to fit the needs of the specific operation. The strategies for planning, delivering, and evaluating training programs discussed in chapter 7 will be helpful when delivering these programs. Operations that are part of a larger multiunit group may offer training programs developed by their organization for properties within the chain. Information including attendance, training date, and certificate of completion should be filed in each employee's records.

## SUMMARY

1. Explain how effective managers plan ways to incorporate a nutrition emphasis into their menus and food-preparation procedures.

Nutrition concerns are a long-term trend that must be addressed. The best managers consider nutrition alternatives when menus are planned and find ways to make simple recipe changes to accommodate nutrition-conscious diners.

Managers can determine the approximate nutritional content for portions produced by standardized recipes. They do so by developing a nutrition worksheet and using special recipe software to estimate caloric, cholesterol, total fat, sodium, and other desired nutritional information based on ingredients.

**2. Review examples of truth-in-menu concerns that must be addressed when menu descriptions are written.**

Truth-in-menu laws in many locations require that menu descriptions be honest and selling prices and service charges be accurate. Examples of information that should be carefully described include preparation style, ingredients, item size, and health claims.

**3. Describe elements in an organized system for ensuring the health of customers with food allergies.**

There is no known cure for food allergies, and the only way to prevent a potentially fatal reaction is to avoid even trace amounts of the offending food. Customers with food allergies rely on accurate menu descriptions and information from employees to learn about the ingredients in menu items they select. Most allergic reactions are caused by peanuts, tree nuts, fish and shellfish, milk, eggs, soy, and wheat.

Managers must train employees in an organized, written plan that indicates who will answer customers' questions and who will check menu item ingredients. Kitchen employees should use care to prevent food from contacting other food items that cause allergies. Staff must recognize and know what to do if a customer has an allergic reaction. This system involves close teamwork between managers, servers, and food-preparation staff.

**4. Explain concerns about the service of alcoholic beverages.**

Laws regulating the sale of alcoholic beverages are developed by states and local communities, but serving alcohol to someone under 21 or someone who appears to be intoxicated is illegal in all states. Persons with a BAC of 0.08 or higher cannot drive a vehicle.

Factors that affect how high and quickly a customer's BAC rises include the amount of alcohol consumed, body type, gender, age, emotional state, medications, whether food has been consumed, and a drink's carbonation.

Counting the number of drinks in comparison to approximate weight can provide a rough idea about a person's BAC. Signs of intoxication include relaxed inhibitions, impaired judgment, slowed reaction time, and impaired motor coordination. Checking customers' identification is important, and employees must be trained to tell if an ID is genuine and if a customer is at least 21.

Before stopping alcoholic beverage service, a backup employee should be alerted, and it may be possible to enlist the help of other customers. When another drink is ordered, the customer should be informed that service will be stopped. If an intoxicated customer attempts to drive away, car keys should be requested. If the customer drives away, the police should be contacted. The same rules apply to a customer who arrives intoxicated.

## APPLICATION EXERCISE



Learn information about legal requirements for alcoholic beverage service and consumption in your state by viewing the Web site of the Alcoholic Beverage Control (ABC) Commission. Type in “(name of state) alcoholic beverage code” or “department of liquor control.” You can also try “(name of state) alcoholic beverage laws” or “alcoholic beverage control board.”

When you reach the site, review the information and answer the following questions:

1. What types of liquor licenses are available in your state?
2. What are some examples of local provisions for the sale of alcoholic beverages?
3. What are the penalties for violation of liquor laws?

## REVIEW YOUR LEARNING



Select the best answer for each question.

1. In what type of operation is a dietician most likely to be employed?
  - A. Bar
  - B. Hotel
  - C. Hospital
  - D. Restaurant or foodservice operation
2. What is an example of a nutritional change in a menu item that has little impact on food-production staff?
  - A. Omelet made with egg whites
  - B. Butter left off baked potatoes
  - C. Fish served broiled instead of fried
  - D. Cake with applesauce replacing fat
3. What is an example of a menu description that could be acceptable even if it was not accurate according to truth-in-menu laws?
  - A. 4-ounce serving
  - B. 1½ cup of soup
  - C. 6 stuffed mushrooms
  - D. Best steak in the state
4. What is an example of a substance for which a statement of caution should be placed on a menu?
  - A. Saturated fat
  - B. Sulfates
  - C. Sodium
  - D. Cholesterol

5. **How should a person with a food allergy prevent an allergic reaction?**
  - A. Always take prescribed medicines.
  - B. Get tested by a specialist regularly.
  - C. Avoid food that causes problems.
  - D. Eat only food prepared at home.
6. **What is the result of anaphylaxis?**
  - A. Drop in blood pressure
  - B. Pain in the arm or foot
  - C. Loss of hearing
  - D. Red spots on the arms
7. **What is the leading cause of severe allergic food reactions in the United States?**
  - A. Eggs
  - B. Peanuts
  - C. Milk
  - D. Wheat
8. **How old must persons must be to consume alcoholic beverages in all states?**
  - A. 18
  - B. 19
  - C. 20
  - D. 21
9. **At what BAC level is it illegal to drive in any state?**
  - A. 8.0
  - B. 0.80
  - C. 0.08
  - D. 0.008
10. **Why will a woman have a higher BAC than a man if other factors are equal?**
  - A. Women tend to have more body fat, which affects absorption.
  - B. Women have more blood to dilute the alcohol in their system.
  - C. Women have more muscle than men, affecting absorption.
  - D. Women react to carbonation differently than men.