16-62

APPLICATION FOR BEER PERMIT
STATE OF TENNESSEE
CITY OF FRANKLIN

PURSUANT TO SECTION 8 CHAPTER 2 OF THE CODE OF THE CITY OF FRANKLIN, TENNESSEE, AND THE REQUIREMENTS OF 57-5-101 ET. SEQ. OF THE TENNESSEE CODE ANNOTATED, I HEREBY MAKE APPLICATION FOR:

x
____ **ON PREMISES PERMIT**
____ **OFF PREMISES PERMIT**
____ **ON AND OFF PREMISES PERMIT**
____ **MANUFACTURER'S OR DISTRIBUTOR'S PERMIT**
____ **SPECIAL EVENTS PERMIT** **DATE OF EVENT** _____
HOURS OF EVENT _____

DATE PERMIT NEEDED ASAP

PERMITS SHALL BE ISSUED TO THE OWNER OF THE BUSINESS, WHETHER A PERSON, FIRM, CORPORATION, JOINT-STOCK COMPANY, SYNDICATE, OR ASSOCIATION.

1. **Owner (Applicant)** SAPH TN - DOWNTOWN FRANKLIN, LLC

Person __ **Firm** __ **Corp** __ **LLC** x **Joint-stock co.** __ **Syndicate** __ **Association** __

2. **List all persons, firm, joint-stock companies, syndicates, or associations having at least a 5% ownership interest in the business (attach additional sheet, if needed). Please give name and address.**

John S Schafer - Manager - 27421 Glenwood Dr., Mission Viejo, CA 92692

~~Thomas G Rakow - Member - 6 Santa Barbara, Laguna Niguel, CA 92677~~

Lindall A Stinson - Member - 4303 Iroquois Ave., Nashville, TN 37205

3. **If the applicant is a corporation, are they authorized to do business in the State of Tennessee?** _____

4. **Under what trade name will this business operate?**

Pieology Pizzeria

City of Franklin business account number 21126

5. **Location of the business by street address. For special event, list location of the event.**

346 Main St., Franklin TN 37064

Phone number of the business 615-472-8971

6. **Please give the following information on the person who will be managing the business. This person is an owner ____ or a managing agent x____.**

Name [redacted]

Drivers [redacted]

Date of [redacted]

Home ph [redacted]

7. **Specify the identity, address and daytime contact phone number of the person to receive annual privilege tax notices and any other communication from the City.**

Name Eric Warbrick **Title** VP of Finance

Mailing Address 20 Pacifica Ste 450

City, State, Zip Irvine, CA 92618

Daytime contact phone number 949-788-5200

8. **Will the permit be used to operate two or more restaurants or other businesses under the same permit as permitted by T.C.A. Section 57-5-103(a)(4) within the same building? Yes ____ No x___.**

If so, specify number ____. List the names of the restaurants or other businesses and describe their location (use additional sheet if necessary)

NA

9. **Do you own the premises on which you will operate?** No
If no, please give the name and address of the property owner.

Legacy One Partnership - 401 Church St., Suite 2500, Nashville, TN 37219

10. **Has any person having at least 5% ownership interest, managers or employees of the business been convicted of any violation of beer or alcoholic beverage laws or any crime (other than minor traffic violations) within last ten (10) years?** No **If so, give particulars of each charge, court and date convicted.**

11. **Has this owner or the owners organization had a beer permit revoked, suspended, or denied in the State of Tennessee? Yes** ___ **No** X **If so, please give date, place and cause of said revocation.**

12. **Give the name and address of the former beer permittee at this establishment.**

N/A

13. **Give applicant's history of involvement in the beer business, if any.**

N/A

14. **Give applicant's employment record for the past 10 years.**

Partners in Aslan Realty group

15. **What is the exact nature of the business in which you are applying for a beer permit? (Restaurant, tavern, motel, etc.)**

Restaurant - quick serve pizza restaurant

16. **Will a full course menu be served?** Yes

17. **Will separate and sanitary facilities be maintained for men and for women?** Yes

18. **Will dancing be allowed on your premises?** No
If yes, do you acknowledge that section 9-102 of the Franklin Municipal Code prohibits the operation of establishments allowing dancing between 1:30 AM and 8:00 AM? _____

TRAINING POLICY:

All beer applications must have a training policy submitted with application. This policy must include training regarding the sale of beer to minors.

19. **Please read the following and upon signature of this application, you do understand and agree to comply if you are granted a permit.**

(a) **You will not sell beer or similar beverages except at the place or places for which the beer board has issued your permit.**

(b) **You will not sell beer or any like beverage except in accordance with the terms of said permit.**

(c) **If this application is made for permit to sell and not for consumption on the premises, you will not sell for consumption on the premises and not allow consumption on the premises.**

(d) **You will rigidly enforce the law against sales to minors.**

(e) **You will prohibit gambling at your establishment and understand that the conduct of such activities on the premises will result in revocation of your permit.**

(f) **You will secure a certificate or statement from the health department or health officer that the premises covered by the application meet the requirements of the ordinances of the City of Franklin and the laws of the State of Tennessee.**

(g) **You will not attempt to transfer this permit to anyone else.**

(h) **You will display this permit in a prominent place in your establishment.**

(i) **You will not sell or distribute beer between the hours of 3:00 AM and 6:00 AM (8:00 AM for on premises consumption) during the week and between the hours of 3:00 AM Sunday and 12:00 Noon Sunday (10:00 AM for on premises consumption).**

(j) **You will prohibit the congregation at your establishment of those who reasonably appear to be intoxicated, lawless, rowdy, or prostitutes.**

(k) **You will not allow any liquor with alcoholic content of greater than five percent (5%) to be consumed on the premises.**

(l) You will not allow any sale or delivery of beer for consumption on the premises outside of the building, it being the intention to prohibit the sale of beer by what is commonly known as "curb service" or "curb sales" of beer.

(m) You will comply with all requirements of section 2-201 through 2-229 of the municipal code of the City of Franklin.

A non-refundable $250 fee must accompany this application and the application shall be submitted at least fifteen (15) days prior to the Beer Board meeting at which it is to be considered. If the application is approved you are required to provide documentation of sales tax registration to the city within ten days of approval. Any applicant making false statement in this application shall forfeit his permit and shall not be eligible to receive any permit for a period of ten years.

A privilege tax of $100 is imposed on the business of selling, distributing, storing or manufacturing beer in this state effective January 1, 1994 and each successive January 1. Any holder of a beer permit issued after January 1, 1994 shall pay a pro rata portion of this annual tax when the permit is issued.

I hereby make application to the City of Franklin Beer Board for a beer permit.

The signing of this application acknowledges that I am aware of the laws prohibiting the sale of beer to minors.

I hereby certify that no person having at least a 5% ownership interest, nor any person to be employed in the distribution or sale of beer in my establishment has been convicted of any violation of the beer or alcoholic beverage laws or any crime involving moral turpitude within the past 10 years.

I am also aware that I shall not be issued a permit or my permit shall be revoked if my business location causes traffic congestion or interferes with schools, churches, or other public places of public gathering, or otherwise interferes with public health, safety and morals.

Signature of Applicant/Owner (or Authorized Corporate Officer)

John S Schafer - Manager

On behalf of: SAPH TN - DOWNTOWN FRANKLIN, LLC

Name of Business Entity

Sworn to and subscribed before me this _____ day of _____, 20 _____

Notary Public

My Commission Expires: _____

Official Use Only

Application Fee $ 250.00 Date Paid 11/22/16

Privilege Tax $ 100.00 Date Paid 11/22/16

Board Meeting Date 12/13/16

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Orange)

On 8/8/16 (Date) before me, Nick Venuto, Notary Public (Here Insert Name and Title of the Officer)

personally appeared John S. Schafer (Name(s) of Signer(s))

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

NICK VENUTO
Commission # 2057200
Notary Public - California
Orange County
My Comm. Expires Feb 8, 2018

Signature _____ (Signature of Notary Public)

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: _____ Document Date: _____

Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____	Signer's Name: _____
☐ Corporate Officer — Title(s): _____	☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General	☐ Partner — ☐ Limited ☐ General
☐ Individual ☐ Attorney in Fact	☐ Individual ☐ Attorney in Fact
☐ Trustee ☐ Guardian or Conservator	☐ Trustee ☐ Guardian or Conservator
☐ Other: _____	☐ Other: _____
Signer Is Representing: _____	Signer Is Representing: _____

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POLICE DEPARTMENT

Deborah Y. Faulkner, EdD
Chief of Police

Dr. Ken Moore
Mayor

Eric S. Stuckey
City Administrator

November 22, 2016

TO: Chief Deborah Y. Faulkner

FROM: Mary E. Casteel
Mary E. Casteel, Communications Support Coordinator

SUBJECT: Beer Board Background Checks

A check of Franklin Police Department records was completed on John S. Schafer, Managing Agent for Pieology Pizzeria and found to be clear.

A check was completed through LexisNexis/Accurint and found to be clear.

Requested by: Delisa Pugh

City of Franklin

P O Box 705
Franklin, TN 37065
(615) 791-3225

DATE: 11/21/12

TO: POLICE CHIEF

FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR

RE: RECORDS CHECK FOR APPLICATION FOR BEER PERMIT

BEER BOARD MEETING DATE 12/13/12

☒ Applicant is requesting a temporary permit. Please return ASAP.

☐ Please return by _____ to provide information for Beer Board meeting agenda.

Name of Business Pieology Pizzeria

Location of Business 346 Main Street

Name of applicant Sach TN - Downtown Fr... LLC

Managing Agent [redacted]

Drivers License # [redacted]

Date of Birth [redacted]

☐ Recommend. Based on information available to date, the applicant has no record requiring denial of the permit under the provisions of Title 8 of the Franklin Municipal Code.

☐ Not recommending. Based on information available to date, the Police Dept. is not recommending approval of a permit.

CENTRAL RECORDS DIVISION
FRANKLIN POLICE DEPT

By _____

Date _____

Approved _____
Signature

ND

City of Franklin

P O Box 705
Franklin, TN 37065
(615) 791-3225

DATE: 11/21/16

TO: CODES DEPT
FIRE DEPT

FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR

RE: BUILDING INSPECTIONS FOR APPLICATION FOR BEER PERMIT

✓ ON PREMISES PERMIT
___ OFF PREMISES PERMIT
___ ON AND OFF PREMISES PERMIT
___ MANUFACTURER'S OR DISTRIBUTOR'S PERMIT
___ SPECIAL EVENTS PERMIT

X Applicant is requesting a temporary permit. Please return ASAP.

___ Please return by _____ to provide information for Beer Board meeting agenda.

Beer Board Meeting Date 12/13/16

Name of Business [illegible]

Location of Business [illegible]

CODES DEPT

[signature] 12-1-16
Building Inspector Date

FIRE DEPT

[signature] 12-2-2016

City of Franklin

P O Box 705
Franklin, TN 37065
(615) 791-3225

DATE: 11/21/16

TO: CODES DEPT
FIRE DEPT

FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR

RE: BUILDING INSPECTIONS FOR APPLICATION FOR BEER PERMIT

- ✓ ON PREMISES PERMIT
- ___ OFF PREMISES PERMIT
- ___ ON AND OFF PREMISES PERMIT
- ___ MANUFACTURER'S OR DISTRIBUTOR'S PERMIT
- ___ SPECIAL EVENTS PERMIT

✓ Applicant is requesting a temporary permit. Please return ASAP.

___ Please return by _____ to provide information for Beer Board meeting agenda.

Beer Board Meeting Date 12/13/16

Name of Business Pieology Pizzeria

Location of Business 342 Main Street

CODES DEPT

_____ _____
Building Inspector Date

FIRE DEPT

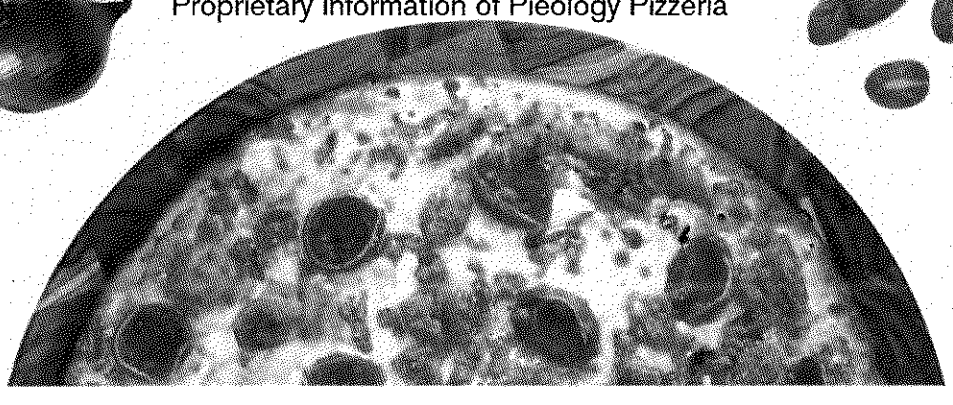
_____ Dec 21 2016
Fire Inspector Date

Beer + Wine Program

Option 3

Implementation Guide
September 2015

Proprietary Information of Pieology Pizzeria



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IMPORTANT INFORMATION

BEER + WINE PROGRAM

We are excited to launch beer and wine in your restaurant. Pieology has approved three different options. The option below has been chosen for your location:

Bottled Beer (up to 4 Options) + Naked Grape Wine

Beer and wine can lead to incremental sales, increased beverage sales and also increase dining frequency. Please read this manual in full to better understand your role in this implementation.

Products:

Required:

- Bud Light – Bottled
- Stella Artois – Bottled
- Naked Grape Red / White Wine Boxed (Merlot & Pinot Grigio)

Location Selection:

- Craft 1 – Bottled
- Craft 2 – Bottled

Smallwares:

- Dish Racks
- Rack Dolly
- 8 oz. Mason Jar (wine)
- Stella Artois Chalice (optional)
- Glass Recycling Container (kept near front of house trash can)
- 2 Boxxle units
- Handheld Bottle Opener

Equipment:

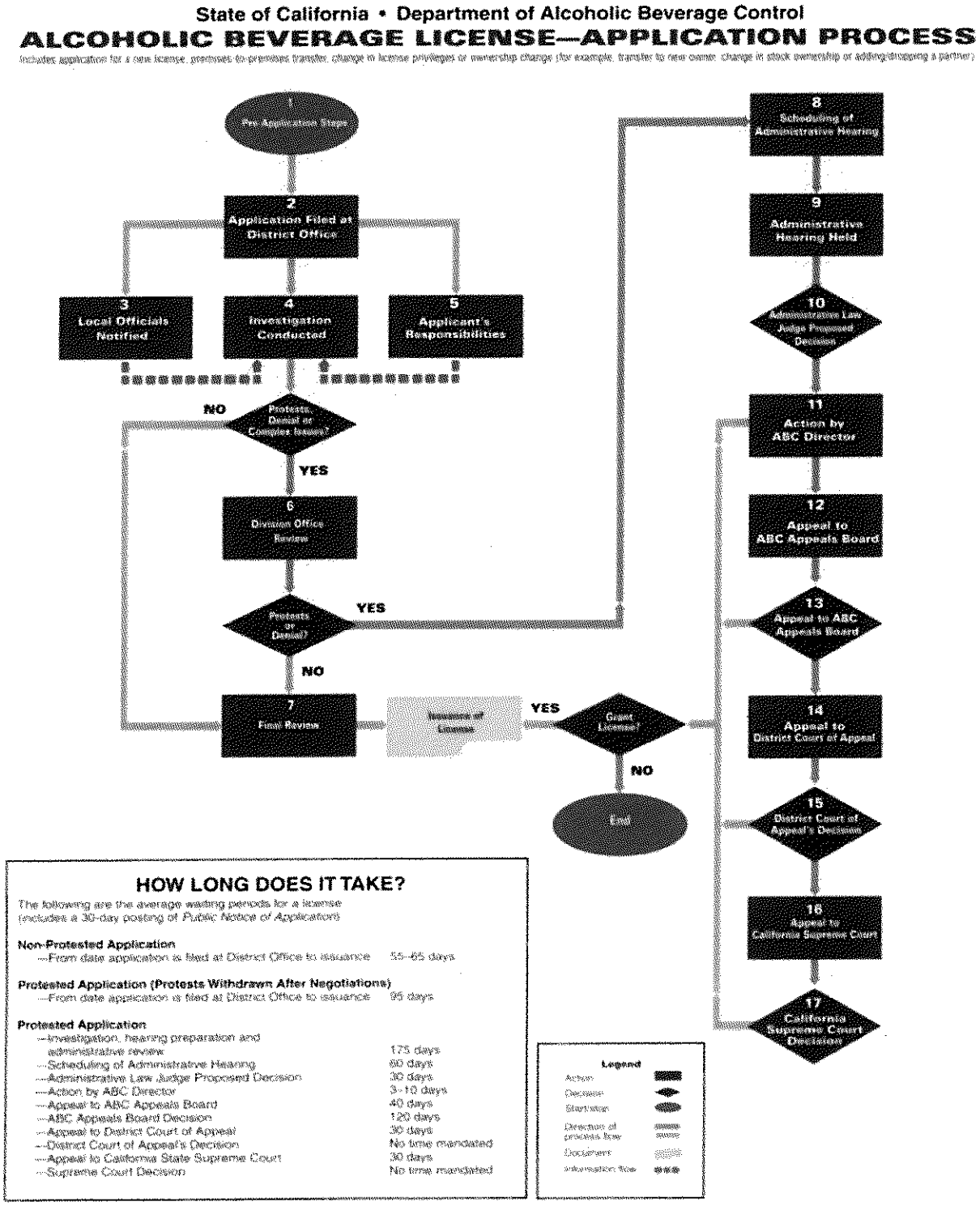
- Hobart/Champion Dish Washer (optional)
- Custom Locking Cage (optional)

LICENSING

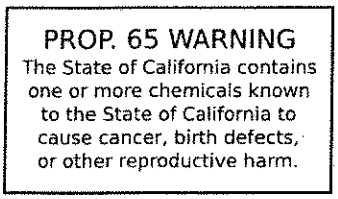
Please contact your local Liquor License Consulting Service Representative for detailed information regarding the licensing process. Licensing process and requirements vary by State/County.
All Pieology Franchise Partners are required to obtain Liquor Liability insurance coverage.

IMPLEMENTATION OPTION 3

SAMPLE



MERCHANDISER ORDERING INFORMATION



PROP 65 POSTER

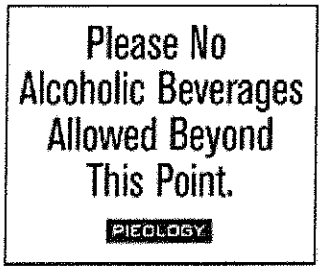
compliancepostercompany.com

(HR will order and send to participating company restaurants)

PLEASE RECYCLE

1/0, 8.5" x 11" on 3mm White Sintra with 2 Foam Tape Adhesive Strips on Back (Across Top & Bottom)

Alpha Graphics: agonuniversity.com/pieology



NO ALCOHOL BEYOND THIS POINT

9 x 11 - 4/0 on Max Metal with Rounded Corners, Drilled in 4 Corners

Alpha Graphics: agonuniversity.com/pieology

BEER IS HERE – WINDOW CLING

21" x 38"

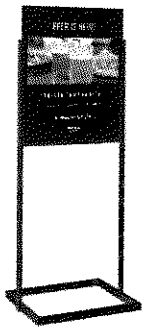
Alpha Graphics: agonuniversity.com/pieology

IMPLEMENTATION OPTION 3

BEER & WINE COUNTER CARD MERCHANDISER

8.5" x 14" on 3mm Sintra with an easel back

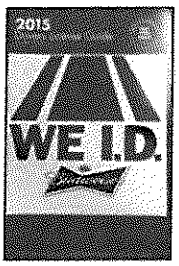
Alpha Graphics: agonuniversity.com/pieology



H-FRAME BEER & WINE MERCHANDISER

8.5" x 14" on 3mm Sintra with an easel back

Alpha Graphics: agonuniversity.com/pieology



WE I.D. DRIVER'S LICENSE USER'S GUIDE

Contact your local Anheuser-Busch rep for the latest version to date

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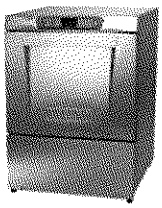
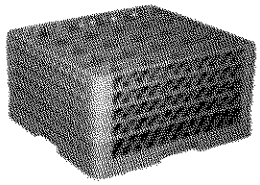
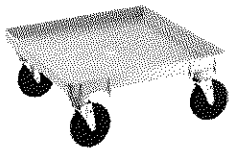
Queue line Merchandiser for beer and wine can be ordered through Toan Staples toan.staples@warnerbros.com

Once received, remove the "Alfredo's Alfredo" insert and replace with Beer is Here! As shown below

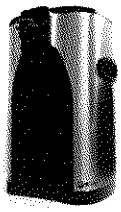
EQUIPMENT ORDERING INFORMATION

Myers 	Hobart Model No. LXEH-2 or Champion Model No. UH130B	$5,629.72* $3,000*
Wasserstrom 	25 Compartment Glass Rack w/ 4 extenders Model No. TR68888	$55.88*
Wasserstrom 	Beige Glass Rack Dolly w/o Handles Model No. 327326	$79.89*
Wasserstrom	Rubbermaid® Slip Jim 23 Gallon Recycling Container Item No. 654659	$47.17 ea.*
	Rubbermaid® Slip Jim 23 Gallon Recycling Top Item No. 460117	$33.70 ea.*

IMPLEMENTATION OPTION 3

Myers

Please Note:
Shelves & Posts NOT Included



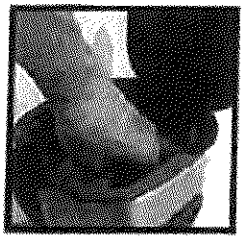
Optional **Custom Locking Cage** **Item No. 452303**	**$224.78***
Please Provide Myers with dimensions of desired shelf size for your location **Boxxle Wine Units Provided by Wine Warehouse Vendor**	Company restaurants must contact A.C & D.O for approval prior to ordering. **No Charge**
Handheld Bottle Opener **Contact your local Budweiser Rep**	**No Charge**

Costs of all items are approximate and may adjust

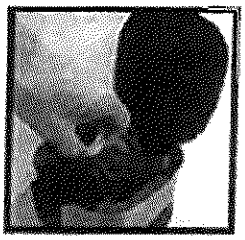
boxxle®

Premium Bag-in-Box Wine Dispenser

How to load and enjoy your new Boxxle!



Open Boxxle by pressing the lid release button. Then preload lifting mechanism by pushing down on the lift plate, until it locks into place.



Prepare your favorite Bag-in-Box wine by removing the interior bag from cardboard box. Twist spigot 180°, this is because Boxxle lifts the wine, rather than using gravity. Place wine bag into Boxxle, keeping tap at the top.

Align bag so that the spigot is in the front of the cavity and slide it neatly into the slot. At this point the spigot on the bag's tap should be pointing downward.

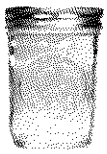
Close Boxxle lid snugly, applying pressure for a moment longer after you hear the click, and enjoy your beverage from an elegant and convenient service height...at the table, on the countertop, or on the go.

Boxxle was designed to work with all known 3 Liter Bag-in-Box bags and spigots, however there may be a very few brands of wine that use different bags. These bags should also work fine, but may require removing the first glass or two of wine before placing in Boxxle. Thank you and enjoy."

PRODUCT PRESENTATION

Always handle drinking glasses at the bottom to avoid cross contamination and breakage.

Remove and dispose of all lids and seals from jars before use.



8 oz. Mason Jar for Wine

Wasserstrom Item #6036755

$7.45/cs* **8oz./12ct.**

OPTIONAL

40 cL. Stella Artois Logo'd Chalice

Available through Budweiser

Contact local Sales Rep for ordering information.

Company restaurants must contact A.C & D.O for approval prior to ordering.

Costs of all items are approximate and may adjust

6 oz. product pour

6 oz. Jar can also be used for Beer upon request

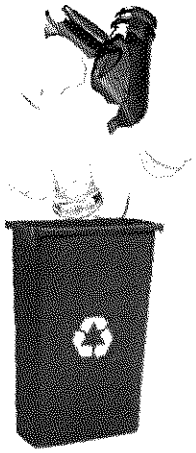
OPTIONAL

14oz. product pour

Safety Best Practice-Dish Washer:

Allow Glassware to cool for a
minimum of 5-10 minutes in holding rack once removed from Dish Washer. Pouring cold beverage into a hot glass could crack or shatter glass on contact.

BROKEN GLASS PROCEDURE



Never handle broken glass! When breakage occurs, one Team Member needs to secure the area and make sure no one walks through the broken glass. Another Team Member will assist by getting a lobby broom and dust pan to sweep up all glass particles. Be sure to sweep under any neaby tables and move items around the area such as trash cans.

All broken glass, along with disposable glass beer bottles, must be disposed of in your restaurant's designated glass receptacle. Glass can then be placed in an outside dumpster or designated trash bin if your restaurant participates in a glass recycling program.

GUEST SERVICE: SUGGESTIVE SELLING

Suggest this great, new beverage option to guests that appear to be of legal drinking age. Use the following script to respond to guests that want to know more about the option when suggested. Post the scripts in a non-visible area near POS.

UPSELL BEER + WINE: *(POS)*

"How about a cold beer or glass of wine with your meal?"

"What do you offer?" ***(Guest)***

"We offer Bud Light, Stella Artois or {insert craft selections} or we serve Naked Grape Merlot and Pinot Grigio."

"I will try the Stella Artois, please!" ***(Guest)***

"Are you at least 21 years of age?"
"I will need to see your ID, please. Could you remove it from your wallet?"

Guest gives you ID. Verify bona fide ID and hand back to the guest.

"Thank you!"

Complete transaction

COSTING

Please contact Richard Pineda, Vice President of Supply Chain for a full cost analysis.

- Keg or bottle (include bottle size)
- Cost
- Proposed Selling Price

SAMPLE — Change Sell Price to determine Bev Cost %

Type	Brand	Size	Cost	Serving Cost (Draft Bud 16oz Stella 13.5oz)	Sell Price	Bev Cost
Bottle	Bud Lite	12oz	$20.35	$0.85	$3.75	22.61%
Bottle	Stella	11.2oz	$28.10	$1.17	$4.75	24.65%
Bottle	Uinta Hop Nosh	12oz	$28.08	$1.17	$4.75	24.63%
Bottle	Goose Island	12oz	$28.80	$1.20	$4.75	25.26%
				Bev Cost (non weighted)		24.29%

INVENTORY PROCEDURES

- **Process:** Decide for your location what day and how many inventory will be conducted.
- **Updating cost changes:** Verify invoices weekly to account for distributor cost changes.
- **Locking inventory:** Ensure the product is always locked at the end of each night if using custom locking cage provided by Myers.

EDUCATIONAL POINTS

HOW TO SELL BEER + WINE

Your team's role in selling the new products is to:

- ✓ Educate the guest on the products we carry
- ✓ Understand the flavor profiles of the products
- ✓ Know your role as a Responsible Beverage Server

BUD LIGHT

Bud Light is a light-bodied brew with a fresh, clean and subtle hop aroma, delicate malt sweetness and crisp finish for ultimate refreshment.

STELLA ARTOIS

Stella Artois is a classic Belgian lager, golden in color with exceptional clarity and a spicy hop character. Stella Artois should be served between 36 and 38 degrees Fahrenheit using a nine-step process called the Belgian Pouring Ritual.

CRAFT BEER

Craft beer typically comes from small, independently owned breweries that craft beer whose flavor derives from traditional or innovative brewing ingredients and their fermentation, in small batches.

WINE

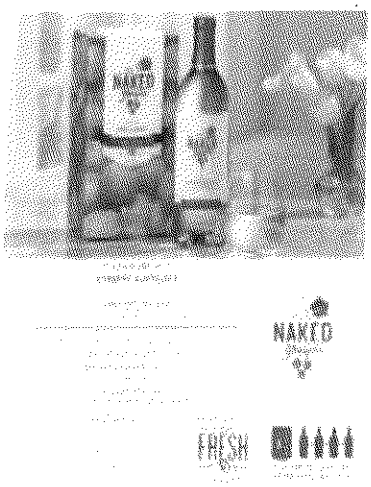
Wine is an alcoholic beverage made from fermented grapes or other fruits. Different varieties of grapes and strains of yeasts produce different styles of wine.

Your location will be serving one red and one white varietal:

White Wine – Pinot Grigio

Red Wine - Merlot

Proprietary Information of Pieology 2015©



WHITE WINE-PINOT GRIGIO

- White wines always contain citrus notes. Mostly lemon or lime. In addition, a Pinot Grigio contains notes of apple or pear and is considered a softer, more conservative tasting white wine.
- Naked Grape's Pinot Grigio is a go-everywhere wine. Aromas of pear and Myer lemon, it is crisp, fresh, light with a tangy style.

RED WINE-MERLOT

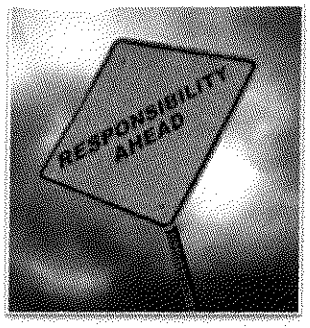
- Red wines always have notes of either red or black fruit. Merlots (black fruit), will have notes of berries or cherries.
- Naked Grape's Merlot is a soft, fruit-driven wine with rich plum and black cherry flavors.

WHY CONSIDER DRINKING WINE OUT OF A BOX?

Naked Grape's 3L Box gives you the freedom to enjoy one glass at a time in a package that keeps the wine fresh for four weeks after opening! One box yields 4 bottles of wine. This fridge-friendly box can easily be stored in a reach in, and produces minimal waste. Naked Grape boxes are also 100% recyclable, making them earth friendly.

Product Shelf life may vary, but Pieology does NOT recommend serving after the 5th week once opened.

RESPONSIBLE BEVERAGE SERVICE



At the end of this guide Team Members should understand:

- The importance of checking ID's and knowing the alcohol laws
- How to check ID's, spot fakes, acceptable forms of ID.
- Signs of intoxication
- When and how to cut a guest off
- What is your responsibility?

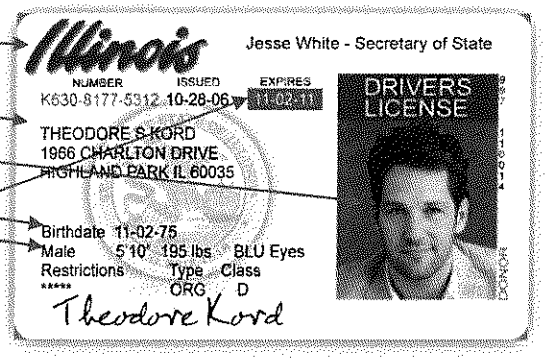
IDENTIFICATION BASICS

Twenty-one is the legal age to purchase an alcoholic beverage in the United States. You are required to check bona fide identification prior to the sale of any alcoholic beverage sold at Pieology if the guest appears to be under the age of 40.

In order for a document to be considered bona fide it must include **all** of the following

- Ⓟ Issued by a government agency
- Ⓟ Name of the person
- Ⓟ Photograph
- Ⓟ Date of birth
- Ⓟ Physical description
- Ⓟ Currently valid (not expired)

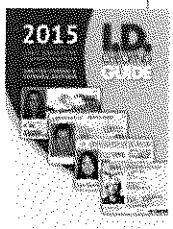
*Passport or military ID is okay

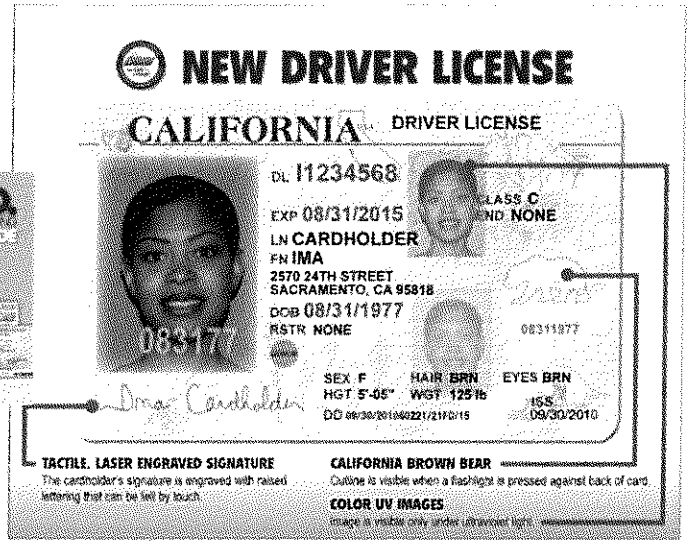


IMPLEMENTATION OPTION 3

In addition to verifying the information on bona fide identification, each state has features that will help you identify a real ID from a fake. Please refer to this year's ID handbook for more information.

**Updated yearly, current copies of the Drivers License Guide are available free of charge through your Budweiser Rep.*





If you are unsure if someone's ID is real or valid, always ask for the MIC's assistance.

YOUR RESPONSIBILITY

According to the National Highway Traffic Safety Administration, a person is injured in a drunk driving crash every 2 minutes and 28 people in America die every day as a result.
The average person metabolizes alcohol at a rate of about one drink per hour but everyone is different. It is critical that you be aware how to identify an intoxicated guest and when they need to be cut off. Failure to serve alcohol responsibility may result in a personal fine (by the ABC) and possible termination.

CUTTING OFF ALCOHOLIC BEVERAGE SERVICE TO A GUEST

Legally, intoxicated guests cannot be served. How will you know when to cut off alcoholic beverage service to a guest?

<u>Signs of Intoxication:</u>

- Slurred speech
- Aggressiveness
- Fumbling keys, money
- Loud
- Forgetfulness
- Blood shot eyes
- Sweating

IMPLEMENTATION OPTION 3

When refusing service, use the CARE method:

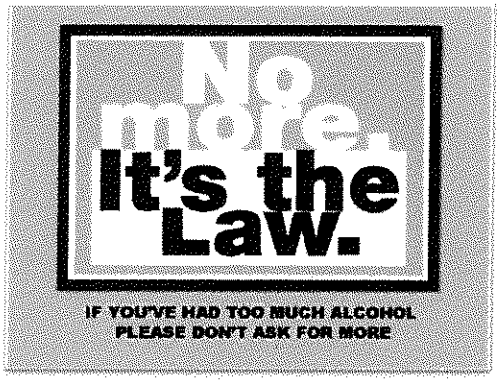
Clarify Refusal "Sorry, I think you've had enough already"

Alternatives "How about a soda? I can't serve you any more alcohol."

Report to Management Alert the MIC

Echo the Message "Nothing personal – it would be against the law for me to serve someone that is intoxicated."

- Ⓟ Avoid putdowns
- Ⓟ Keep your temper
- Ⓟ Use calming language and body language
- Ⓟ Be courteous
- Ⓟ De-personalize the situation (it's not just them)
- Ⓟ Offer alternatives
- Ⓟ Reinforce the message
- Ⓟ Allow them their dignity – let them have the last word



LEGAL AGE TO SELL/SERVE & POUR/OPEN

- Ⓟ To sell beer and wine (offer and ring up in POS) a Team Member MUST be 18+
- Ⓟ To open a bottle of beer a Team Member MUST be 21+
- Ⓟ To pour a glass of beer or wine a Team Member MUST be 21+
- Ⓟ To serve/deliver a glass of beer or wine a Team Member MUST be 18+

Team Members under the age of 18 may not handle beer or wine at any time

Only one alcoholic beverage can be sold to a guest at a time. Cut off is at the MIC's discretion.

SCHEDULING FOR SUCCESS

In order to execute this program, you must schedule accordingly. The Team Member working at POS must always be 18+ - no exceptions. In addition, a Team Member that is 21+ must be scheduled in a nearby position if the MIC does not meet the legal age requirement of 21+ to pour/open.

Company Restaurant Employees:
Employees may NOT purchase and/or consume alcohol at any Pieology location.

- This includes before/after your shift or on days not scheduled to work.

Franchise Restaurant Employees:
Contact your Franchise owner / review franchise employee handbook for specific rules and regulations.

****Use the sign-off at the end of this implementation guide to keep track of Team Member training and authorization to sell/serve and pour/open.****

MESSAGE TO THE TEAM:

MOMENTS OF TRUTH:

- Restaurant is Clean & Well Maintained
- Environment is Comfortable
- Warm Greeting
- Team is Friendly & Knowledgeable
- Pizza is Prepared Accurately
- Consistent Quality
- Wait Time Meets Guest's Expectations
- Attentive To The Guest's Needs

Lunch	Name	Shift	Break
1. Canvas Creator *(Dough)*			10 30 10
2. Inspiration Chief *(Sauce/Cheese)*			10 30 10
3. Greens Guide *(Veggies)*			10 30 10
4. Meat-a-Tarian *(Meats)*			10 30 10
5. Line Backer			10 30 10
6. Pie-Sano *(Oven)*			10 30 10
7. The Closer *(Cash)*	Cashier 18+ at all times!		10 30 10
8. Quality Keeper *(Expo)*			10 30 10
9. Runner			10 30 10
10. Ambiance Inspector *(Dining Room)*			10 30 10
11. The Mayor *(MIC)*	MIC or Shift Lead 21+ at all times!		10 30 10
12. Dish			10 30 10
13. Prep			10 30 10

Dinner	Name	Shift	Break
1. Canvas Creator *(Dough)*			10 30 10
2. Inspiration Chief *(Sauce/Cheese)*			10 30 10
3. Greens Guide *(Veggies)*			10 30 10
4. Meat-a-Tarian *(Meats)*			10 30 10
5. Line Backer			10 30 10
6. Pie-Sano *(Oven)*			10 30 10
7. The Closer *(Cash)*	Cashier 18+ at all times!		10 30 10
8. Quality Keeper *(Expo)*			10 30 10
9. Runner			10 30 10
10. Ambiance Inspector *(Dining Room)*			10 30 10
11. The Mayor *(MIC)*	MIC or Shift Lead 21+ at all times!		10 30 10
12. Dish			10 30 10
13. Prep			10 30 10

SAMPLE

SERVICEWARE

PRODUCT NUTRITIONAL INFORMATION

The following nutritional information comes directly from the manufacturers' web page. Craft beer nutritionals will vary by location and brand carried.

Brand	ABV	Calories	Carbohydrates	Fat	Protein
Bud Light/12 oz.	4.2%	110	6.6g	0g	0.9g
Stella Artois/100 ml	5.0%	43.3	3.6g	0g	0.33g
Craft option of choice	Contact Richard Pineda or your local Rep for Nutritional info regarding your specific selections.				
Craft option of choice					
Naked Grape Merlot 6 oz. pour	12.85%v	120	4g	0g	1g
Naked Grape Pinot Grigio	12.48%v	125	4g	0g	1g

- ❑ Review the information in this implementation guide with your entire team
- ❑ Ensure you do NOT run out of product
- ❑ Add upselling tips daily to your staff pre-shifts to maximize selling this product

FREQUENTLY ASKED QUESTIONS

From the California Department of Alcoholic Beverage Control – www.abc.ca.gov

ABC FAQ's

Q. May minors be employed in "on-sale" premises?

A. In a bona fide public eating place, minors between 18 and 21 years of age may serve alcoholic beverages in an area primarily designed and used for the sale and service of food for consumption on the premises as an incidental part of their overall duties. These minors cannot act as bartenders. (Section 25667)

No minor can be employed during business hours on the portion of any premises which is primarily designed and used for the sale and service of alcoholic beverages for consumption on the premises. There are exceptions, under limited circumstances, with respect to musicians. (Sections 25663 and 25663.5)

Q. May a minor enter and remain in a licensed premises even though the minor does not purchase or consume any alcoholic beverages?

A. Not if the premises are licensed as an on-sale general public premises, on-sale beer and wine public premises or on-sale beer public premises. There are no restrictions regarding minors entering or remaining on premises licensed for off-sale of alcoholic beverages or premises licensed and maintained and operated as a bona fide public eating place. (Section 25665)

Q. May a habitual drunkard or an obviously intoxicated person be sold alcoholic beverages?

A. No. Every person who sells, furnishes, gives or causes to be sold, furnished or given away, any alcoholic beverages to any habitual drunkard, or to any obviously intoxicated person is guilty of a misdemeanor. (Section 25602)

Q. How may a licensee determine whether a customer is obviously intoxicated?

A. A customer is obviously intoxicated when an average person can plainly observe that the patron is intoxicated. The usual signs are staggering, alcoholic breath, slurred speech, poor muscular coordination, etc. (Section 25602)

Q. Must keg beer sold to consumers be registered?

A. Every retailer selling keg beer to consumers must place an identification tag on all kegs of beer at the time of sale, and the purchaser must sign a receipt. Keg identification allows kegs to be traced.
Possession of a keg with knowledge that the keg is not identified OR providing false information by the purchaser on the Beer Keg Registration Receipt is a misdemeanor. (Section 25659.5)

IMPLEMENTATION OPTION 3

Check when Complete	✓	Coordinated by:
○ GM completed eTIPS Alcohol Training Course		Training
○ Choose 2 craft beer selections for market		Director of Ops.
○ Complete trade area analysis for competitive pricing		Director of Ops. / GM
○ Receive copy of ABC License		Construction Manager
○ Smallwares ordered (Wasserstrom)		Supply Chain
○ Credit application for local Anheuser Busch Distributor complete		Supply Chain
○ Credit Application for Wine Warehouse complete		Supply Chain
○ Craft Beer Selection made (2 local options specific to market)		Director of Ops.
○ Send Craft Beer Selection and Pricing to Marketing for POP		Director of Ops.
○ Training Scheduled **Date/Time:**		Training
○ Opening beer/wine orders placed to arrive before training		GM
○ Coordinate Install of C02 (Opt. 1 & 2 only – 2 week lead time)		GM
○ Program POS with new sale buttons		IT
○ Copy of Prop 65 signage (HR orders for Company Restaurants)		HR
○ Order POP from Alpha Graphics		GM
○ Order WE I.D. from Local Rep.		GM
○ All management and Team Members trained		GM

RSC RESOURCES

Operations Issues	Stephanie Lambrecht slambrecht@pieology.com	(949) 800-8077
Training	Amber Morales amorales@pieology.com	(949) 800-8338
	Emily Smith esmith@pieology.com	(949) 648-1888
Product	Richard Pineda rpineda@pieology.com	(949) 396-7836
Marketing	Debbie Porter dporter@pieology.com	(949) 800-8051

Beer + Wine
Training Sign-off

All Team Members must be trained how to serve responsibly. Team Members age 18-20 are limited to selling and delivering alcoholic beverages. **Only Team Members age 21 and older are authorized to pour alcoholic beverages.**

Team Member Name	Team Member Signature	Authorized to Pour? (21+)	My manager has reviewed the Materials with me
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N

IMPLEMENTATION OPTION 3

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		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N
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		Y / N	Y / N
		Y / N	Y / N
		Y / N	Y / N

IMPLEMENTATION OPTION 3

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