
Alcohol & Tobacco Control

**Mardi Gras 2015
Message from
ATC**

January 28, 2015

Dear Customer:

As Mardi Gras activities/parades begin, the Office of Alcohol and Tobacco Control (ATC) would like to offer you some friendly reminders concerning your alcoholic beverage permit. While large crowds generate positive business opportunities, they also necessitate that businesses operate with an increased awareness and sense of responsibility. To avoid potential problems associated with large crowds, we strongly encourage you to be proactive and ensure that your business has planned properly for the following:

- Maintain adequate security
- Develop a plan to ensure that minors are not served alcohol or tobacco products
- Develop a policy and educate employees on identifying proper identification (*see attached ID guide*)
- Ensure that you have obtained special event permits for any events outside your licensed premises (i.e. in the parking lot, etc.)
- Ensure that your alcohol and tobacco inventory is purchased from licensed wholesale dealers.
- Ensure that all permits are current and clearly visible.
- Remember that ATC agents may enter your permitted location at any time.
- A K-9 may accompany agents during their inspections.
- Ensure you are in compliance with Trade Practice Regulations (visit the ATC website- www.atc.la.gov).
- Ensure employees have obtained Responsible Vendor (Security and Server) training

ATC agents will be out in full force to ensure public safety during these events by verifying that alcohol and tobacco products are sold and served responsibly. We will aggressively pursue all persons found selling alcoholic beverages and tobacco products without the proper permits. It is unfair to law abiding and tax paying businesses, such as yours, to allow others, who fail to follow the law, to compete against you. Please contact us if you need any assistance.

Sincerely,



Troy Hebert, Commissioner

ATC

Commissioner Troy Hebert

UNDER 21



OVER 21

