

BEER THEFT PREVENTION

- ~ Make eye contact with each customer as they enter the store.
- ~ Greet each customer with at least a simple, "Hi!" Now, they know that you are aware of them in the store.
- ~ Have a panic alarm button behind the counter for the clerk.
- ~ Keep only empty beer boxes on displays.
- ~ Shrinkwrap large area displays so that beer cannot be easily grabbed.
- ~ Use a buzzer on the door to the beer cooler so the clerk knows when someone opens it.
- ~ Raise the store clerks' area 6-12" above the floor. The clerk will appear taller and they can see the entire store easier.
- ~ Put mirrors in each corner so the clerk can watch all activity in every area of the store.
- ~ Arrange the store so that there is not a direct route from the beer cooler or display to the door.
- ~ Have more than one clerk on duty at all times for safety and to deter theft.
- ~ Ask for and hold the ID of anyone wanting to purchase alcohol until it is paid for. This can be your store policy. One clerk can get the requested product while the other stays with the cash register at the front counter.
- ~ Install good quality video cameras that give a clear picture of the suspects.
- ~ Post notice that you will prosecute for all theft! *Mean It and Do It!*

For More Information Contact:

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