

Retailer Fail Letter Sample



Retailer Name

Retailer Address Line 1

Retailer Address Line 2

City, WI XXXXX

Today's Date

Dear **Retailer Name**:

On **Inspected Date** at **Inspected Time**, an inspection team led by the **Law Enforcement Agency** visited your site for an alcohol age compliance check. Our underage buyer, aged **Youth Purchaser Age**, entered your establishment and attempted to purchase an alcoholic beverage.

Regrettably, one of your employees served alcohol to our underage buyer. As a reminder, Wisconsin State Law permits up to a \$500 forfeiture for the individual (e.g. clerk, bartender, or server) who sold or served the alcohol beverage to a person under the age of 21 who was not accompanied by their parent, guardian, or spouse of legal drinking age. If it was a repeat offense, additional penalties such as increased fines, jail time, or license suspension may apply. You may wish to take further steps to make sure your employees do not sell alcohol illegally to underage individuals.

Reducing the number of illegal alcohol sales has a number of benefits for Wisconsin. Multiple studies over decades show a decline in drinking and driving crashes for drivers under 21 when regular compliance checks are conducted at least twice a year. (Babor, T., Alcohol, No Ordinary Commodity, Third Edition, 2023) Underage drinking in Wisconsin can also lead to substantial harm from serious and fatal injuries, violent crime, property crime, and sexual assaults.

Thank you for being a community leader and following the Wisconsin State Law.

Sincerely,

Signature

Coalition Name

This "Retailer Fail Letter" Template is only intended as an example and not as legal advice. Before using any form, consult with your attorney as to the specific wording for your agency. Modify sections to personalize and add your own logo or header.