

Retailer Notification Letter Sample



Retailer Name

Retailer Address Line 1

Retailer Address Line 2

City, WI XXXXX

Today's Date

Dear Retailer Name:

The **Law Enforcement Agency** plans to continue to conduct alcohol age compliance checks to enforce alcohol sales laws in **Municipality / County**. We believe helping your establishment avoid alcohol law violations, such as selling alcohol to underage people, will help avoid the problems caused by underage drinking. It is less expensive and easier to prevent underage access to alcohol than to investigate motor vehicle crashes, fights, and other crimes that underage drinking can cause. Communities that have reduced the availability of alcohol to underage individuals have experienced fewer crashes and crimes.

Underage buyers will enter your business over the next **Date Range** to attempt to buy alcoholic beverages. Law enforcement officers will be working with these individuals during these checks. Staff who sell or serve alcohol beverages to underage buyers may receive citations for the first offense and those with more than one offense within 30 months may be referred to the district attorney's office for criminal prosecution. Businesses where sales to underage buyers occur more than once in 12 months may be referred to the licensing authority for administrative action.

Reports on compliance check operations are public and the identity of businesses checked and the outcome of each check can be obtained and published by the news media. We want your staff to refuse alcohol sales to our underage buyers. To help, we can offer the following tools to help ensure that your staff know the law:

- The Department of Transportation offers a guide to Wisconsin driver licenses and identification (ID) cards, that can be found at <https://wisconsindot.gov/Pages/dmv/license-drvs/how-to-apply/mailed.aspx>
- Copies of the Valid ID book (photo examples of proper IDs) can be obtained from most alcohol distributors or from commercial vendors including the Driver's License Guide Company (1-800-227-8827, <https://www.driverslicenseguide.com>)
- The Department of Revenue has information about Wisconsin's Minimum Legal Drinking Age Law for Retailers, available at [Underage Alcohol Questions](#) and [Underage Persons - Alcohol Beverage Laws Fact Sheet](#), and keeps a list of certified Responsible Beverage Server training courses, available at <https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>

Selling alcohol is a privilege that requires compliance with specific responsibilities in our community. We only ask that you fulfill those responsibilities. This is our request for cooperation in a necessary effort by our community to reduce the availability of alcohol to our youth.

If you would like further information about Wisconsin law or how you can help prevent underage drinking, please contact us at **Contact Information**.

Sincerely,

Signature

Law Enforcement Agency

This "Retailer Notification 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.