

State of Louisiana
Office of Alcohol and Tobacco Control

John Bel Edwards
Governor



Juana Marine-Lombard
Commissioner

Dear Customer:

As the 2019 Mardi Gras festivities 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 underage persons are not served alcohol or tobacco products.
- Develop a policy and educate employees on identifying proper identification (*see attached ID guide*).
- Ensure that your business is in compliance with the Responsible Vendor Program. All employees who sell/serve alcoholic beverages, tobacco or alternative nicotine products must have a valid server permit. All security personnel employed by Class A-General permit holders must have a valid security personnel permit.
- 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 that your business is in compliance with the alcoholic beverage Trade Practice Regulations (visit the ATC website-www.atc.la.gov).

ATC agents will be present during these festivities to ensure that alcohol and tobacco products are sold and served responsibly. We will aggressively pursue all persons and businesses that are not operating in accordance with alcohol and tobacco laws. It is unfair to allow a few businesses to operate illegally, while the majority of businesses work hard to comply with the law. Please contact us if you need any assistance.

Sincerely,

A handwritten signature in cursive script, appearing to read "Juana Marine-Lombard".

Juana Marine-Lombard, Commissioner