

**BEER  
STORE**

#DRIVESAFE

SINGLES



# Stay Safe Drive Safe

It's Our Social Responsibility

DRIVE SAFE 2020

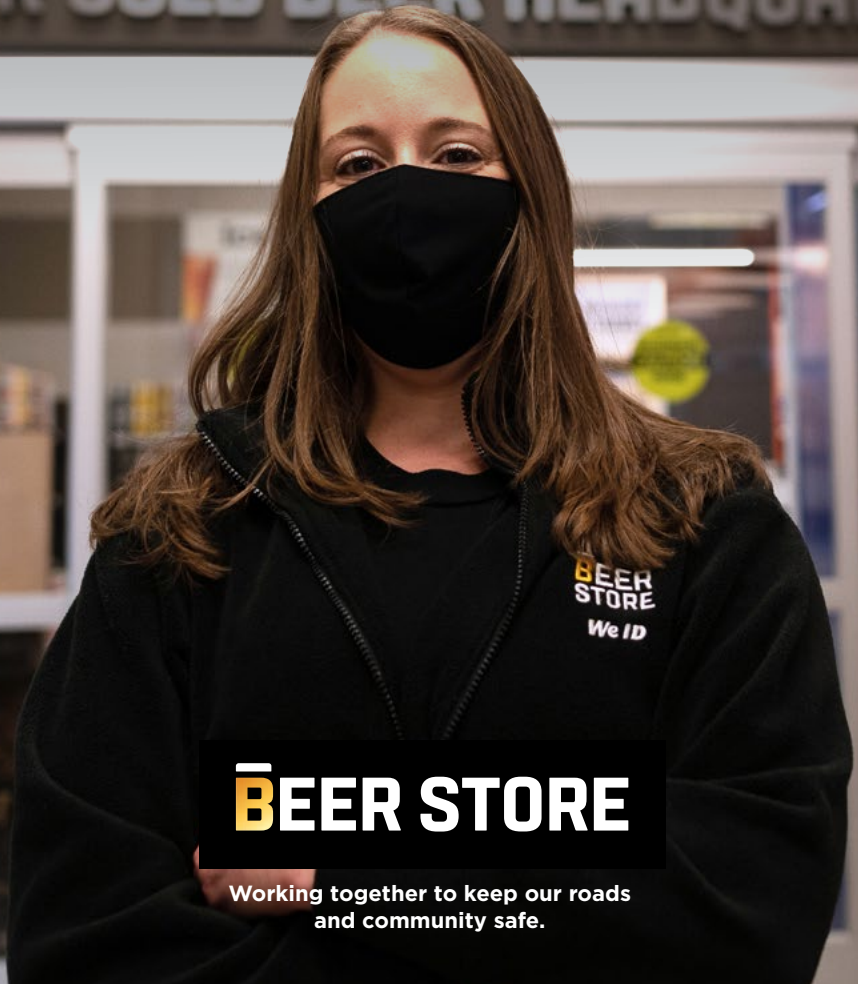


# We Care About Our Communities.

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That's why it's our job to refuse service to anyone  
who appears to be intoxicated or underage.

Please be safe this holiday season  
and enjoy responsibly.



**BEER STORE**

Working together to keep our roads  
and community safe.

**To all of our fellow Ontarians,  
We love the communities we operate  
in and are grateful to be a part of them.  
Our job is to sell great beer and we make  
it a priority to sell it responsibly,  
every single day.**

We operate over 440 Beer Store locations in hundreds of communities across the province. From Red Lake to Niagara Falls to Ottawa, we are honoured to serve Ontarians province wide. We take this duty seriously by ensuring we practice social responsibility with every transaction.

Social responsibility is a part of the fabric of our organization, in fact, it's a core value. With every sale, you can be sure our staff are trained to verify sobriety and age. Our ID program ensures anyone appearing to be under 25 years of age will be asked to show ID. We also challenge any customer who may be under the influence of drugs or alcohol. Last year for instance, we challenged more than 2.5 million customers and refused service to close to 30,000 (82 refusals per day) for age and intoxication.

We also have the tough job of ensuring that people who are intoxicated, do not get access to our products. On average 3 intoxicated persons per hour are refused service somewhere in Ontario every day. We go one step further by ensuring that they are not taking the wheel. We warn them and we offer to call them a cab. When they don't heed our begging, we call the police. We are very proud of the action our staff has taken over the years to help prevent driving under the influence from happening and keeping our roads safe.

This year's Drive Safe campaign theme is surrounding social responsibility;

**STAY SAFE, DRIVE SAFE.**

We must all work together to ensure our roadways are kept safe. It takes all of us to be aware of our surroundings to ensure no one gets behind the wheel when they are impaired, it is YOUR social responsibility to do so. Here at The Beer Store we will continue to ensure that all our staff members are trained when hired and trained annually to be able to properly identify and investigate all signs of potential intoxication. We will continue to take action; it is our promise to you. Please join us in ensuring everyone gets home safe.

Have a safe and Happy Holiday!

**Ted Moroz**

**PRESIDENT, THE BEER STORE**



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**BEER STORE**  
We ID

**BEER STORE**

**arrive alive**  
**DRIVE SOBER**  
arrivealive.org

# Keeping Ontario Roads Safe, Together

***We all have a part to play to reduce impaired driving and help our communities stay secure. The Beer Store shares this commitment with our core value of social responsibility, including strict policies to ensure that underage and intoxicated customers don't get served or get behind the wheel.***

You're probably aware of our "We ID" program, which requires Beer Store employees to ask for identification from anyone who appears to be 25 years old or younger. (Take it as a compliment!) But you may not know that staff also challenge customers they believe are under the influence of alcohol and drugs. In 2019, for instance, we challenged more than 2.5 million customers and refused service to close to 30,000. (See "By The Numbers" below.)

On average, three intoxicated persons per hour are refused service in Ontario—every day. In addition to training all our sales staff on responsible service—we also ensure compliance through a Mystery Shopper program, measuring results and incorporating feedback into store manager performance reviews.

## ***By The Numbers***

*All staff at The Beer Store are trained when hired and retrained annually to request ID from anyone who appears to be 25 years old or younger, and to refuse service to anyone who appears to be intoxicated. They learn how to sensitively handle refusal of service while maintaining safety.*

### **2019**

# Minors Challenged (ID Requested)	<b>2,511,300</b>
# Minors Refused	<b>22,697</b>
# Intoxicants Challenged	<b>9,750</b>
# Intoxicants Refused	<b>6,959</b>

## ***The Beer Store: Staff Save***

*"I was especially proud of two of our Mississauga employees last year. They saw a person who seemed intoxicated head toward his work vehicle and called police immediately. They reacted so quickly, he didn't have a chance to depart. Good thing: the man's vehicle was actually a big yellow school bus."*

**TED MOROZ** PRESIDENT, THE BEER STORE



**Spreading the  
Responsibility  
Message**

**arrive alive**  
**DRIVE SOBER**  
arrivealive.org

As part of our commitment to social responsibility, The Beer Store has supported arrive alive DRIVE SOBER®—a charity that raises awareness around the risks of impaired driving and how to prevent it—for over 26 years. (We’ve also been the program’s primary source of funding for over a decade.)

“Ontario’s roads remain among the safest in North America,” says Anne Leonard, President of arrive alive DRIVE SOBER®. “This kind of success would not be possible without the diligent efforts of The Beer Store’s employees, who regularly display exemplary professional behaviour regarding the refusal of sale to minors and intoxicants, and report suspected impaired drivers to police.”

## ***Plan for Seasonal Safety***

Driving while impaired by alcohol or drugs continues to be a leading factor in serious road collisions, which is why police leaders recommend that drivers aim to consume no alcohol or cannabis at all before they get behind the wheel. (All young drivers, novice drivers and commercial drivers are required to have zero presence of alcohol and/or drugs in their system while driving.)

Be safe this season and plan ahead if you know that you’ll be imbibing—whether that means using a designated driver, taking a cab or staying overnight instead of driving under the influence. That’s the message that The Beer Store shares through its efforts with arrive alive



### **The Beer Store: Staff Save**

*"In Durham region, we have a friendly and responsible employee named Liana who knows most of her customers by name. About three years ago, a regular customer came in showing clear signs of intoxication. She refused service and begged the man not to drive away. Unfortunately, he did, and Liana instantly did what she was trained to do and called the police. Within minutes, the man was stopped and charged with impaired driving. Liana didn't see the customer again until two years later. He entered the store, walked right up to her and thanked Liana for saving his life, his job and his marriage – and potentially even an innocent person's life. It's a moment that Liana and The Beer Store will never forget."*

**TED MOROZ** PRESIDENT, THE BEER STORE

DRIVE SOBER® via year-round campaigns, TV and radio public service announcements, events, posters in The Beer Store and other printed materials.

You can also find helpful tips on responsible hosting and how to discourage drinking and driving on our website at [thebeerstore.ca](http://thebeerstore.ca). Serving food, offering non-alcoholic drinks and organizing taxis for your guests can all help.

Our 7,000 employees love beer just as much as you do, and we're here in over 440 retail stores with advice on the best-tasting brews and how to enjoy them responsibly. Stay safe, don't drink and drive and know that The Beer Store is working with you to keep Ontario's roads and communities safe—the absolute best gift of the season.

A person is shown from the chest up, sitting in the driver's seat of a car. They are holding a smartphone in their right hand, looking down at the screen. The background is slightly blurred, showing the car's interior and the road ahead. The text is overlaid on the top half of the image.

# Driving demands your full attention everytime you get behind the wheel

## What is Distracted Driving?

Distracted driving can be defined as any activity which takes a driver's attention away from driving and can include: adjusting the stereo; searching for something in the car; eating or drinking while driving; using a handheld device; watching television or other entertainment devices.



# If you drive when you are unable to give all of your attention to your driving, you're putting yourself, your passengers, and others at risk. You can make a difference.



## Visual

taking your eyes off the road



## Manual

taking your hands off the wheel



## Cognitive

taking your mind off what you're doing

## Tips for Driving undistracted

1. Keep the phone out of reach. Put it in your glove compartment or leave it in your purse, which you can put in the backseat.
2. Turn off your phone when you're driving. If you don't hear it ring, you won't pick it up.
3. Download anti-texting software onto your phone.
4. Don't text or call others when you know they are driving. Parents often call their teenagers to make sure they are safe on the road or have safely reached their destination. But calling or texting them while they are driving may cause them to be distracted.
5. Have a designated "texter" while driving. If you have a friend or passenger in the car with you, have them answer the phone or respond to a text message.
6. Remember that distracted driving is just as bad as impaired driving. Several studies have shown that texting while driving impairs your driving ability in the same way that alcohol does.
7. Imagine the pedestrians and passengers in the other cars are people you know and love. Would you want a distracted driver on the road if your loved ones were there? Also, driving distracted with passengers in your car puts their lives at risk as well as yours. It also sets an example that you don't want others to mimic.



# COVID-19

**Across Ontario we've all  
been taking steps to slow  
the spread of Coronavirus.**

**Now, we must continue to take personal responsibility to protect ourselves and our loved ones. Because even though not all of us risk a severe case of the virus, we ALL risk getting the virus and spreading it to others – maybe without even realizing we're sick.**

We all want to get back to school, back to work, back to society in general, and back to overall health, so we should **FOLLOW** all provincial and local guidelines



**STAY** home & self-isolate if you are feeling sick, and call your doctor or a clinic if you develop a fever, cough, or have difficulty breathing.



**WASH** your hands frequently.



**STAY** 2 meters (6 feet) from others whenever you can.



**WEAR** a mask or face-covering when in public.



**TAKE** extra precautions if you are at higher risk.



**GET** your seasonal flu shot.

**These small but important actions will make a big difference.  
Coronavirus stops with each and every one of us!  
It's our Social Responsibility.**

# PLAN AHEAD DON'T DRIVE HIGH®

Drugs can affect your:

- Reaction time
- Concentration
- Peripheral vision
- Coordination
- Depth perception



# Impaired Driving is an Expensive Gamble

Alcohol-impaired drivers (blood alcohol content >0.08), drug-impaired drivers (as determined by an evaluation from a Drug Recognition Expert), and any drivers who fail or refuse to submit to tests under the Criminal Code can expect the following penalties and costs:

ITEM	COST
Legal Costs	\$2000 to \$10,000*
Criminal Code Fine	\$1000 to \$5000*
“Back on Track” Program	\$634
Licence Reinstatement Fee	\$281
Increased Insurance Costs (-\$6000 extra per year for 3 years)	\$18,000*
Ignition Interlock	\$1500*
Monetary Penalty	\$550
<b>TOTAL ESTIMATED COST</b>	<b>\$30,000 or more</b>

Source: Government of Ontario & Government of Canada

\*Actual costs may vary.

## Fact

**Motor vehicle crashes are the leading cause of death among 16 to 25 year olds, and alcohol and/or drugs are a factor in 55% of those crashes.**

Source: MADD Canada





# Get out of the way

**It's the law for any driver who sees and hears an emergency vehicle approaching to get out of the way.**

## **Here's what you must do**

- Do not slam on the brakes or pull over suddenly. Check your rear-view mirror, look in front and on both sides of your vehicle. React quickly, but calmly before pulling over and use your signals.
- On a two-way road, traffic travelling both directions must pull over and stop as close as possible to the right-hand side of the road and clear of any intersection.
- On a one-way road with more than two lanes, stop as close as possible to the nearest edge of the road and clear of any intersection.
- Wait until the emergency vehicle has passed. Stay alert and look for more than one emergency vehicle approaching. Check to make sure the way is clear and signal before merging back into traffic.
- On multi-lane freeways, many times an emergency vehicle will use the shoulder of the road if all the lanes are blocked. Don't block the shoulder.
- Never follow or try to outrun an emergency vehicle.

# We're in this together.

*Canpar Express understands the important link we play in the supply chain for life saving medications, business critical parts and supplies, and consumer goods that support those who are at home during this critical period.*

*As an essential service provider, we are committed to continuing to provide service across Canada with limited disruption.*

Canpar

**Canpar**  
Express

Official Shipping Partner for the  
Drive Safe 2020 Campaign

# Ensure a safe ride to your exquisitely-designed-home.

If you drink, please don't drive.

ATRIA IS A PROUD SUPPORTER OF THE DRIVE SAFE CAMPAIGN.



**ATRIA**  
DEVELOPMENT

**ATRIA.CA**