



Folkhälsomyndigheten  
PUBLIC HEALTH AGENCY OF SWEDEN

# Selling medium-strong beer

QUICK GUIDE AND PRACTICAL ADVICE



# A quick guide to selling medium-strong beer

The following points are important for those who sell medium-strong beer. More information can be found in the brochure “Selling medium-strong beer”. You can order it or download it free of charge from the Public Health Agency of Sweden web site: [www.folkhalsomyndigheten.se](http://www.folkhalsomyndigheten.se).

## To business operators

- Medium-strong beer is an alcoholic drink.
- You have to notify the municipality if you intend to sell medium-strong beer. Send your notification to the municipality where the selling is to take place.
- You have to develop a self-regulation program.
- You have to inform your employees about the rules that apply to the selling of medium-strong beer.
- You are not to market medium-strong beer at the point-of-sale in an invasive or outreaching manner, or to encourage people to drink it.

## To cash register clerks

- You must not sell or provide medium-strong beer to anyone under the age of 18.
- You must always ask for identification if you are not sure about the customer’s age.
- You must not sell or provide medium-strong beer to anyone who is noticeably under the influence of alcohol or any other intoxicant.
- You must not sell medium-strong beer if you suspect that the customer is purchasing it for someone under the age of 18 (peddling).
- You can be sentenced to fines or prison if you sell or provide medium-strong beer to someone who is under the age of 18, or to

someone who is noticeably under the influence of alcohol or another intoxicant.

## Things to consider in your self-regulation

- Training and information: When and how are your employees informed?
- Information to customers: How are your customers informed about the age limit?
- Procedures at the point-of-sale: What procedures are in place to prevent sales to customers under the age of 18? How do you counteract peddling? Do younger employees receive any special support?
- Measures: What internal measures are in place if selling does not follow the rules?
- Documentation: How is the self-regulation documented, i.e., procedures, training sessions, etc.?

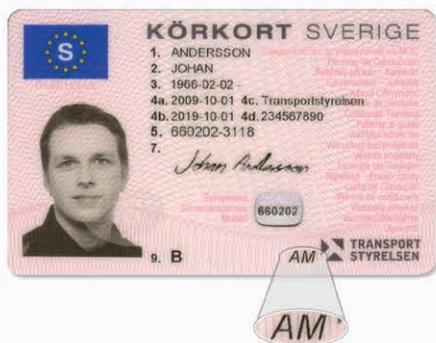


Remember to inform your employees that you may be visited by someone who will make a test purchase!

# Some practical advice for cash register clerks

- Bear in mind that you must always ask for identification if you are not sure about the customer's age. If someone looks under 25 and wants to buy medium-strong beer, ask them for identification. Remember that people 18 or over normally have no problem with being asked for identification. If the customer does not look old enough and cannot provide identification, then explain to him or her that you are not allowed to sell medium-strong beer to them.
- Look out for moped licenses. They look like car driving licenses, but the person may still be under 18. Moped licenses have AM inscribed on them and a picture of a moped at the bottom.
- You have the right to refuse to sell medium-strong beer if you suspect that by doing so you would be breaking the rules of the Alcohol Act. Inform the customer that you could be fined or go to prison if you were to break the law.
- Do you suspect that someone 18 or over intends to pass the medium-strong beer on to someone under the age of 18? Explain to them that you have to ask them whether this is the case. If you are not convinced by their response, refuse to sell them the product.
- Be aware if there is a group of young people outside the point-of-sale. In this case there might be a risk that someone over the age of 18 is purchasing medium-strong beer with the intention of passing it on to persons under the age of 18. If you suspect that this is the case, you should not sell the medium-strong beer to the person in question.
- A customer who is not allowed to buy medium-strong beer may start to argue or become aggressive. If so, you should remain calm. Make your point clearly and explain that there is nothing to discuss. If possible, ask a colleague or your manager for help.
- If a customer does something illegal, watch what they do and make a note of this afterwards. You may be required to be a witness. Ring the police if necessary. Inform your manager about what happened.

Remember that it may be difficult for younger employees to refuse to sell medium-strong beer to their peers. It may therefore be a good idea to always have an older, experienced employee available to provide support.



**CHECKING IDENTIFICATION.** Please note that moped licenses look like normal driving licenses, but the holder could still be under 18.

If you need further advice or guidance, contact your municipality!



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