

Ålands Yrkesgymnasium Hotell- och Restaurangprogrammet

## THE "Serveringspass" – ENGLISH EDITION

Serving of alcoholic beverages on licensed premises  
Guidelines - Aaland Islands

A summary of the most significant guidelines when serving alcoholic  
beverages on licensed premises.

## QUESTIONS and ANSWERS COMPENDIUM

Note: "Alkopass" is the typical Swedish expression on Aaland Islands for  
"a certificate issued by an educational institution for the restaurant and catering industry  
that a person masters the provisions concerning serving of alcoholic beverages."

Detailed questions about applications for a license, administration, forms, fees, etc  
can be found through the internet links below.

ÅMHM - Ålands miljö- och hälsoskyddsmyndighet  
<http://www.amhm.ax/alkohol>

The State Department of Åland  
<https://www.ambetsverket.ax/statens-ambetsverk-pa-aland>

VALVIRA – National Supervisory Authority for Welfare and Health  
<http://www.valvira.fi/web/sv/alkohol/servering>

VALVIRA - Serving of alcoholic beverages on licensed premises in Finland (Guidelines-Finland)  
<https://www.valvira.fi/web/en/alkohol/serving-alkohol>

AVI – Regional State Administrative Agencies (Finland)  
<https://avi.fi/en/services/individuals/licences-notices-and-applications/alkohol-serving-and-sales>

TUKES – Finnish Safety and Chemicals Agency  
<https://tukes.fi/en/products-and-services/measuring-instruments/measuring-alcoholic-drinks-in-restaurants>

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## To the reader:

The Province of Åland may, under the Provincial Administration Act, enact exceptions to specific provisions from the Alcohol act in Finland

An alcohol proficiency certificate, "alkopass/serving pass", written in Finland, is valid on the Aaland Islands provided that the holder of the certificate is informed about the guidelines proper on Aaland Islands and the restaurant's self-supervision plan.

Also, an alcohol proficiency certificate (alkopass/serving pass) written on the Aaland Islands is valid in Finland provided that the holder of the certificate is informed about the guidelines proper on Aaland Islands and the restaurant's self-supervision plan.

## New Alcohol Act on the Aaland Islands

Changes in the Alcohol Act on the Aaland Islands applies from 1.11. 2021.

The Q & A Compendium and the Exercices Compendium are updated

## The new Alcohol Act requires a self-supervision plan.

All license holders must have a written self-supervision plan by 1 November 2021

Holders of serving licenses do not have to submit their self-supervision plan to the licensing authority, but the plan must be made available to the personnel implementing it and the supervisory authorities.

More to read about the self-supervision plan (Swedish only)  
<https://www.amhm.ax/tillsynsomraden/alkohol/egenkontroll>

## Written alcohol and drug policy

All licensed restaurants on the Aaland Islands must have an alcohol and drug policy.

The policy should be updated regularly and should concern the staff's approach to alcohol and the risks of alcohol and drugs.

The staff members are to be informed about the policy and where to take part in it.

## New forms

ÅMHHM have a set of new electronic forms – e-services – replacing the old forms

ÅMHHM:s e-services:  
<https://www.amhm.ax/blanketter>

## ALCOHOLIC BEVERAGES - Definitions

Explain following:

- Alcoholic beverage: Intended to be consumed  
Over 1,2 Vol % - Up to 80,0 Vol %
- Alcoholic beverage **requiring**  
a serving license: Intended to be consumed  
Over 2,8 Vol % - Up to 80,0 Vol %
- Alcoholic substance  
**NOT** requiring  
service license Intended to be consumed  
Over 1,2 Vol % - Up to 2,8 vol %
- "Intended to be consumed"  
The alcohol must be produced to be used as a beverage.  
Laboratory spirits, Pharmacy spirits, Industrial spirits, etc., are  
NOT alcoholic beverages.
- Vol % = Volymprocent:  
Alcohol by volume – ABV.  
- How many centilitres of pure alcohol there is in 100 cl  
beverage

Alcohol percentage of the beverage types:

- Strong alcoholic beverage: Over 22,0 vol %
- Mild alcoholic beverage Up to 22,0 vol %
- Beer requiring a licence Over 2,8 vol %

Alcohol-free beverages according to the alcohol act:

- Alcohol free beverage Up to 2,8 vol %
- Alcohol-free beverage according to EU Up to 1,2 vol %
- Alcohol-free beer according to the Finnish Act Up to 0,5 vol %
- Mild beer (class 1) Up to 2,8 vol %

Legislation states that alcohol-free beverages may contain 0,00 vol % - up to 2,8 vol %  
...but observe that

Guests under 18 can only be served beverages with less than 1,2 vol%

Beer with over 0,5 vol% - max 2,8 vol% is classified as an alcohol-free beverage, but you can not  
advertise it as an " alcohol-free beer".

You can call it " mild" or use the old term " class 1 beer",  
(...not to be confused with the British beer type " mild ale" or American " light beer")

The guest orders a "mellanöl" or "Mellis", what's that?

Mellanöl or "medium-strength beer" is an old beer tax class  
In its days, it could contain up to 4,7 vol%. This type of beer is still popular  
among the large public.

## SERVING LICENCE

What is a serving license?

A requirement if you are to serve alcoholic  
beverages over 2,8 vol% - up to max 80,0 vol %

What are the basic requirements to get a serving license?

1. The premises must be suitable for the operation and  
the serving areas must be superviseable
2. A written self-supervision plan

Can you automatically serve all types of alcoholic beverages if you have a serving  
license

YES, principally  
...but

In certain rare cases, the authorities can limit the opening hours or the  
assortment of beverages. Reasons for this may have to do with the location,  
premises, education, experience, or public order and safety.

Examples of mild alcoholic beverages:

Beer, cider, alco-pops, wines, fortified wines, mild liqueurs, mild bitters

Examples of strong alcoholic beverages:

Vodka, genever, akvavit, gin, tequila, grappa, brandy,  
whisky, rum, strong liqueurs, strong bitters

Who grants the serving licenses?

- On the Aaland Islands:  
Serving licence is granted by Ålands miljö- och hälsoskyddsmyndighet  
- ÅMHM
- In Finland:  
The Regional State Administrative Agencies grant all licenses  
- AVI

Can several serving license holders serve on one and same area, for example, on a market square on  
a festival

YES – but a separate application is required

- One of the license holders must be appointed responsible for the whole operation.

## CATERING

Are restaurants or catering firms allowed to serve alcoholic beverages from their stock on a catering

1. YES, if ÅMHM has approved the premises for the catering as a licensed serving area
  - In this case, the caterer must send a notification to ÅMHM latest three weekdays before the occasion.
2. NO, if ÅMHM does not approve the premises  
In this case:
  - The owner of the premises must first apply to get them approved as a serving area  
...or...
  - The restaurant must apply for a temporary license

How can a restaurant or a catering company handle the serving of alcoholic beverages on catering in a private home or similar location?

1. The restaurant or the catering company is not allowed to serve alcoholic beverages from their stock
2. The host can buy the alcoholic beverages privately
3. The restaurant or the catering company can serve the hosts private beverages and charge the host for the labour involved

Can a catering company get a serving license without having physical premises?

Yes – A catering company can apply for a license without having a restaurant facility or any other physical serving premises.

A tourist company even can arrange alcohol serving along a route, ex resting places on a hike or a canoe-safari

## ALCOHOLIC BEVERAGES – in the restaurant

The legislation states that a license holder must purchase alcoholic beverages legally, explain?

1. Restaurants can only buy beverages from licensed merchants, i.e. merchants with a wholesale or retail license from VALVIRA\*

2. All purchases must be verifiable, and the restaurant must save receipts, invoices, delivery notes, etc. for a possible inspection
3. Restaurants must declare purchases from retailers in the semiannual report

List of different merchants who are licensed to sell alcoholic beverages to serving license holders i.e restaurants

1. Wholesalers, e.g. ALKO, MP-Mariehamns Parti, Hartwa-Trade
2. Retailers, e.g. Kantarellen, S-Market
3. Producers, e.g. Bryggeri Stallhagen, Åland Distillery
4. Own import – requires a little effort:  
i.e. transport costs, tax fees, customs routines,  
report to VALVIRA \*

\* VALVIRA. National Supervisory Authority for Welfare and Health. Valvira manages licensing and notification activities relating to alcoholic beverages and spirits. Valvira offers supervision and guidance to alcoholic beverage producers and importers on early supervision and self-monitoring and is responsible for alcohol product control. Valvira also supervises the State Alcohol Monopoly, Alko inc. operations, including ensuring that equal treatment is afforded to all alcoholic beverage producers.

Can a restaurant buy tax-free alcoholic beverages from one of the ferryboats and serve it if they save the receipts?

No. This is illegal.

Directives concerning alcoholic beverages that the restaurant has purchased

1. Only beverages legally bought can be served and consumed in the restaurant
2. The restaurant cannot sell alcoholic beverages purchased for serving to be taken away. Retail selling requires a separate license
3. Alcoholic beverages must be consumed on the licensed premises and cannot be taken away from the restaurant.

Is there any possibility for a restaurant to sell alcoholic beverages retail

- YES:
- If the restaurant has a separate retail license
  - The restaurant can apply for a permit from the State Department of Åland
  - Sales reports and stock for serving and retail must be kept separate
  - Retail demands a particular self-supervision plan
  - Only prepackaged and sealed containers, i.e. factory bottled or canned
  - Retail selection of beverages must be the same as the restaurants serving a selection of beverages

- Only beverages from 2,8 % - up to 8,0 %
- Sales hours between 09.00 – 21.00 o'clock

A guest with a plastic can asks if he can buy draught beer to be taken home?

NO, only unopened, factory bottled, or canned beverages can be sold retail.

Rules to remember if the license holder owns several different licensed restaurants

1. Purchases and stock must be kept separately for every restaurant
2. Stock transfers between restaurants are not allowed

Does the Alcohol Act have any requirements concerning alcohol-free beverages?

- Restaurants are to have a good selection of alcohol-free beverages at reasonable prices.
- The selection is determined by the restaurant's standard and the business idea.
- Reasonable prices mean that alcohol-free beverages should not be pricier than alcoholic beverages.

What happens with the alcoholic beverages if the restaurant closes for good or changes ownership.

The restaurant cannot take the alcoholic beverages in private use

The restaurant must make a stock inventory document and a transfer document

These documents are to be available and be presented to ÅMHM if required.

The documents must be in the half-year report section called "tilläggsuppgifter".

The beverages can be transferred:

1. To another restaurant
2. To the new owner
3. To the seller

Do restaurants have to keep a written daily stock report over their alcoholic beverages?

NO, but the purchases must be verifiable via receipts, invoices, delivery notes, etc.

## GUESTS OWN ALCOHOLIC BEVERAGES

What does the legislation state about the guest's alcoholic beverages?

1. A restaurant cannot serve alcoholic beverages that the guest owns and have delivered to the restaurant
2. The guests cannot bring their beverages into the restaurant. They can, however, leave their drinks to the staff for keeping and supervision
3. Guests are not allowed to drink their alcoholic beverages in the restaurant

Can a restaurant keep a guest's wine bottles in the restaurant's wine cellar?

NO, the restaurant must keep the guest's alcoholic beverages in some other superviseable place in the restaurant.

## THE SEMIANNUAL REPORT or "The half-year report."

What is the half year-report

A report covering the sales of alcoholic beverages and the staff numbers. It's made semi-annually (two times a year) and sent to VALVIRA via the internet.

Why do authorities demand a half-year report?

The reports enable following the development of the industry and preventing the grey economy and financial crimes.

What sales accounts must be reported

1. Alcohol (alcohol) – Sales of alcoholic beverages, including mixed drinks
2. Beer (öl) - Sales of beer over 2,8 vol%

What other facts about alcoholic beverages must be noted in the report

Alcoholic beverages purchased from retailers

Information about the staff to be noted in the report

The number of:

Whole-time employees

Part-time employees

Hired staff

Entrepreneurs, part-owners, and family members who have been working but not employed



## THE SERVING AREA

What general rules are there for the serving areas

1. The serving area must be marked off or marked so that its boundaries are clear to the customers
2. The serving area must be superviseable
3. The foot traffic, i.e. customers entering or leaving, must also be superviseable.
  - Authorities may, in some cases, demand a security officer to monitor the foot traffic (" door-man")

What are the rules for facilities for the audience or spectators of sports, music or comparable events

- The general rule is that no alcoholic beverages is to be allowed on them.
- Exceptions are separate buildings, marked off parts of the audience, tents or comparable, clearly limited and different from public areas.
- F-18 rule restricting all customers under 18 to enter

Explain what the F-18 rule means on a serving area on a sports or music event means

- Absolutely no customers under the age of 18 allowed into the serving area
- Not even in cases where you think you can supervise
- Not even children in company with their parents

Things to observe when serving on outdoor areas

1. That the customers don't take alcoholic beverages with them outside the terrace or deck
2. That the customers don't pass alcoholic beverages to minors or overly intoxicated people outside the serving area

Things to inform a newly employed staff member about serving areas

1. Areas that are licensed - where you can serve alcoholic beverages  
...also areas that you can't serve on
2. Types of alcoholic beverages you are allowed to serve in different areas ...some areas may be restricted to mild beverages only
3. Serving hours on different serving areas

Are there any rules if the restaurant wants to change or expand the serving areas

They can be changed:

1. Inside the same building, a notification is all that's required
2. Outdoors or in another building requires a written application

## TIMES and SERVING HOURS

What times are you allowed to serve alcoholic beverages?

Start from 09.00 o'clock, ending at 01.30 o'clock.

After that, the customers are allowed one hour to 02.30 o'clock to finish their alcoholic beverages.

Do you have to keep the restaurant open until 02.30 o'clock?

NO – This is up to the restaurant to decide.

Can the restaurant continue to be open after 02.30 o'clock?

YES – But the staff must collect all alcoholic beverages from the customers ... only food, alcohol-free drinks can be served (...and tobacco)

Can you serve a mild beer with up to 2,8 vol % after 02.30 o'clock

YES – It's an alcohol-free beverage, so it's up to the restaurant to decide

NOTE! Not to customers under 18 years

Is the restaurant obliged to serve alcoholic beverages from 09.00 o'clock

NO - It's up to the restaurant to decide

What's the earliest hour to serve alcoholic beverages

At 07.00 o'clock

Possible only for hotels that serve breakfast

...makes it possible to arrange, e.g. Champagne breakfasts

Are there any cases when the restaurant can close earlier?

1. If you have very few customers or no customers at all
  - Closing earlier mostly requires permission from the license holder
2. If there is a rowdy situation, e.g. customers fighting in the bar
  - In this case, you must close. You can reopen as soon as the situation has been cleared and everything is under control

There are some occasions when the serving time can be extended to 03.00 o'clock without any notification

The nights before: - New Year's day  
- May Day  
- Midsummer's Day

Note! If serving is extended beyond 01:30 on licensed premises, the license holder must appoint a security officer.

Extended serving times on Aaland Islands, how?

Can be applied to 03.30 o'clock

1. Indoors - a written notification
2. Outdoors - a written application

Note! If serving is extended beyond 01:30 on licensed premises, the license holder must appoint a security officer.

## ALCOHOL SERVINGS and SIZES

What does the Alcohol Act state about alcohol servings on licensed premises

Alcoholic beverages may be sold for immediate consumption only in:

1. Opened packages, ex opened bottles, opened cans, etc.,
2. As servings in a glass or other vessel

How much can you serve a customer at one time?

The alcohol legislation does not limit the maximum number of alcohol servings served at one time.

Can you serve alcoholic beverages without any limits?

1. NO! The principle is "freedom under responsibility".

The maximum serving sizes served to one customer at one time must be specified by the license holder

2. The licence holder should write the maximum serving sizes in the self-supervision plan.

## Who decides in reality how much that can be served

It's the staff's responsibility to decide how much you can serve any customer.

### This is important to remember!

This is to prevent the customer from being served such amounts that the customer gets disturbing, has to be rejected, or in the worst case be taken care of by authorities or sent to a hospital.

To overserve the customers so they may get in harm's way is never on par with good hosting. In worst-case scenarios, the restaurant may get a severe warning, fines and be forced to pay for damages.

## What are the essential servings the customer must be able to order

Alcoholic beverage vol%	Serving cl	Examples
Over 22 % - Up to 80 %	4 cl	Vodka, gin, brandy, rum, whisky, strong liqueurs, strong bitters
Over 15 % - Up to 22 %	8 cl	Vermouth, sherry, port wine, mild liqueurs, mild bitters
Over 8 % - Up to 15 %	12 cl	White wine, red wine, rosé wine, sparkling wines, fruit- berry wines
Over 2,8 % - Up to 8 %	33 cl	Beer, cider, alco-pops

## What is to be noted about serving "doubles" and " multiples."

The license holder decides and also decides about how many servings can be served (" multiples") to a single customer at one time.

When deciding to serve multiples, the license holder must note that more than four servings mentioned above must be pointed out in the self-supervision plan

Ultimately, the staff " on the floor" decides how to implement the instructions in the self-supervision plan, and overserving is never good hosting.

The staff should also be informed and prepared if a guest orders

- e.g. 2 x 4 cl whisky as a " double" in one glass?
- e.g. 2 x 4 cl gin with tonic in one drink?

## How much alcohol is allowed in a mixed drink?

The maximum amount of alcohol in different types of drinks is up to the license holder to decide and should be in the self-supervision plan.

Can it ever be motivated to serve four servings at one time? After all, it's 16 cl, e.g. vodka.

One can think doing so if served "Sangria Pitcher"-style where there's a lot of juices and mixers "diluting" the vodka

There are also most often several guests sharing the pitcher.

Serving this style should be noted in the self-supervision plan

What is the main principle when serving alcoholic beverages by the bottle

Common sense!

When bottle serving alcoholic beverages, the supervision must still be adequate.

As mentioned, overserving is never good hosting.

What are the recommendations given by ÅMHM when bottle serving?

1. Naturally fermented wines may, in general, be served by the bottle

- Even to single customers
- The legislation allows serving by the bottle

A bottle of naturally fermented wine can be placed on the customer's table to serve themselves.

2. Strong alcohol, i.e. spirits, by the bottle only to bigger parties

The recommendation is:

- Well motivated situations only
  - ...e.g., large banquet type occasions
- The staff handles the bottles and pouring
  - ...and that the spirit bottles are not placed on the customer's tables

## MEASURES and MEASURING

What does the "fair play" principle mean

When customers buy a serving, they should get the correct amount and brand

What is the general principle when measuring alcoholic beverages in restaurants

The entrepreneur is responsible for ensuring that only appropriately verified measuring instruments compliant with the Measuring Instruments Act are used in calculating the number of alcoholic beverages.

More information on this site:

<https://tukes.fi/en/products-and-services/measuring-instruments/measuring-alcoholic-drinks-in-restaurants>

## Different kind of measuring instruments

1. Capacity serving measures, i.e. transfer measures, a.k.a. "jiggers"  
These can be found in different sizes  
e.g. 4cl, 8cl, 12cl, 2cl, 1,5cl osv...  
Called "metallmått" in Swedish, i.e. "metal measures."
2. Meters for alcoholic beverages  
Taps for beer, cider, alcopops, spirits, wine,  
The most common are beer taps.  
For spirits, there can be so-called pistols or optic measures.
3. Line measures for alcoholic beverages  
Lined glasses, standard size glasses, e.g. beer glasses for draft beer  
Must be approved and by MID-directives

## How often do you have to verify the measuring instruments

1. Capacity serving measures do not have to be verified provided that
  - The verification mark is visible
  - The measures are intact and not damaged
2. Beer and cider taps, optic (non-drip) measures, and meters for alcoholic spirits
  - Every three years
  - After damage and repair
  - When you suspect that the meter is measuring wrongly
3. Line measures
  - Verification is not necessary if markings are visible

## What is a standard glass and how to use it

- A glass approved by authorities as a measuring instrument
- The glass has visible markings for the content, e.g. 50 cl, 1/3 l, etc
- The glass must be filled to the line

## SERVING on CREDIT

### Serving on credit – main rule and exceptions

The main rule:

Approved are:

1. Commonly used payment cards, e.g. VISA, American Express
2. Payment applications, e.g. MobilePay, ApplePay
3. Hotel guests, i.e. the restaurant or bar check, can be put on the room bill

- Exceptions: In the self-supervision plan must also be written
- Situations when selling on credit can be approved  
...e.g. to corporates, companies, associations, etc
  - The maximum credit sum  
...e.g. 150,- € single guests

## RECEIPT, BILL, CHECK

What is to remember when the customer is paying

The customer should always get a receipt, bill, or compatible certificate without having to ask for it specifically

What information should there be on a correct restaurant bill

1. The name or logotype of the restaurant
2. FO-Number
3. Ascending bill number
4. Date
5. What's been sold (..quantity, amounts, brands)
6. Prices
7. Total price (...VAT excluded and included)

## PRICING and PRICE LISTS

What guidelines are there for pricing alcoholic beverages

Restaurants can determine their prices, and there are no lower or upper limits

There are, however, directives on how the restaurants can and cannot advertise their prices (...see chapter on advertising)

Are restaurants allowed to lower or raise their prices within a day, e.g., beer can be cheaper in the early hours and more expensive later in the evening?

YES, There are, however, directives on how the restaurants can and cannot advertise their prices (...see chapter on advertising)

Can the restaurant vary the prices for the same brand served in different bottle sizes or served poured in a glass?

The restaurant can sell alcoholic beverages in larger sizes to a lower price per litre than the exact product has in a smaller size.

The price per litre of the same product can vary depending on the size of the bottle or as servings in a glass.

E.g., A 75 cl bottle of wine can have a lower price per litre than the exact wine in a 37,5 cl bottle.

The exact wine sold as a 12 cl serving in glass can have a higher price per litre than the wine would have, like a 75 cl bottle.

What regulations and recommendations are there for the price lists in a restaurant

Customers should have access to price lists of the complete assortment of alcoholic beverages and alcohol-free beverages.

The recommendation is that price lists of the most popular and most sold drinks, and beverages should be displayed on the tables to the bar or beside the cashier.

What should emerge from a proper beverage menu, e.g. a wine list

- The assortment with proper names (...naturally)
- Serving sizes, e.g. 4cl, 1/1fl, 1/2fl, 12cl...etc
- Prices in €
- Alcohol-free alternatives

What should emerge from an adequately made drinks menu

- The drink's name (don't rename established drinks, classics, etc.)
- The composition (...what the drink consists of)
- Alcoholic parts in centilitre (cl not required for alcohol-free parts)
- Price in €
- Alternative non-alcoholic drinks

Can the restaurant publish a copy of their price lists on the internet

Copies of moderately and equally presented price lists of alcoholic beverages, even strong ones, are allowed on the internet

- Price lists should be "matter of fact" and uniform
- Same font, font sizes, and colours
- Mild alcoholic beverages and alcohol-free beverages should be included.

## PROHIBITIONS

Basic rules regarding clearly intoxicated customers

1. A clearly intoxicated customer must not be let into the restaurant at all
2. A clearly intoxicated customer in the restaurant must be removed



In what cases is the serving of alcoholic beverages always forbidden

1. To persons under the age of 18
2. To persons who behave disruptively or are heavily intoxicated
3. If there is reason to suspect illegal handover or procurement of alcoholic beverages for other persons

What limitations are there to observe for guests under 18

1. They are allowed to be in the restaurant, but the supervision must be arranged so that they can't get hold of or drink alcoholic beverages
2. They can only be served alcohol free beverages that contain less than 1,2 vol % alcohol

NOTE! The F-18 rule regarding restricted areas on sports, music, and similar events prohibits all persons under 18 to enter.

What makes a ID-document valid (ID = identity, identification)

1. Issued by an authority or comparable
2. Provided with a photograph
3. A stamp or similar that "ties" the photo to the document

What forms of ID documents are valid when checking the customer's age?

- an ID card, driving license, passport,
- Foreign driving licenses and passports are valid provided that they look authentic, seem too hard to forge, and the age can be verified.
- Alien's passport, refugee travel document
- TRAFI's digital driving license clearly

What forms of ID documents are NOT valid when checking the customer's age?

- FPA-card, study or school cards, military pass

How does one find out which ID documents are valid in the restaurant one works in

- The license holder can determine what ID documents are valid
- The valid ID documents must be listed in the self-supervision plan

What directives are to be applied when serving young customers

- Always check the ID and age in uncertain cases
- Young guests must be able to verify their ages  
...if they can't, the solution is simple:
- refuse to serve and remove the guest,  
...unless you can supervise the situation

What are the consequences if you serve alcoholic beverages to a person under 18

Authorities have a steadfast approach to this.

Consequences can be in the form of fines, official warnings, or a temporary withdrawal of the serving license in grave cases.

So, better safe than sorry – always check the age if in doubt.

What directives are there when removing heavily intoxicated customers?

- The removals should be made in a sensitive but determined manner.
- You may have to call the police if the situation gets rowdy
- A heavily intoxicated customer cannot be left to drift. The staff must find a way to get the customer safely home, e.g. by arranging a taxi, contacting friends or relatives, or similar means
- ... A penalty for abandonment has been enacted in the Criminal Code

According to what criteria is the restaurant allowed to choose their customers?

Measures having to do with the business idea or keeping the restaurant's standard, e.g.

- Dress codes and age limits

According to what criteria is the restaurant NOT allowed to choose their customers?

Discriminating criteria e.g.

- Nationality, race, language,
- Religion, sexual orientation, societal views
- Disabilities

How do you find out how to act in different problematic and critical situations?

The restaurant's self-supervision plan must cover what actions are to take in critical or uncertain situations.

E.g. how to handle age limits, heavily intoxicated customers, and other problematic situations

All staff members must be informed about actions and participate in the self-supervision plan.

## SERVING STAFF – on the Aaland Islands

The age of the serving staff on Aaland Islands – main rule and exceptions

The main rule: To serve alcoholic beverages, you must be 18 years of age.

Exceptions: Persons under 18 can only serve alcoholic beverages in a restaurant if they have an approved education.

- This means they have to have an exam or equivalent graduation certificate from a restaurant school or similar education program.

Can a 17-year-old 2:nd year student in a restaurant school serve alcoholic beverages on their summer vacation?

NO - The education, in this case, is not finished yet. The students have to complete their exams or wait until their 18.

Can a 16 – 17-year-old do anything in a licensed restaurant?

YES – They can do about everything else than serving and charging for alcoholic beverages, i.e. they can work as " food runners."

Is it true that 16-17 year-olds can serve alcoholic beverages in Finland?

YES. In Finland but not on Aaland Islands.  
The legislation in Finland differs from the legislation on Aaland Islands.

Does the legislation have any demands on the number of staff the restaurants must have

There should be enough staff so that the supervision is workable.  
The extent of the operations determines how many staff members are required for proper care when serving alcoholic beverages.

What is a staffing plan?

The legislation demands a so-called staff plan.  
The staff plan should cover the number of staff and the tasks  
The staff plan must be available on the premises and is to be updated whenever there are changes in the staff numbers or tasks

What are the demands on the job rosters?

A job roster corresponding to the staff plan must always be available on the premises  
In a correct job roster, there should be  
- Correct and complete names of the employees  
- Birth dates  
- Job tasks and working hours

Can a waiter have a drink if the guest wants to offer them one

NO - No one on the staff is allowed to drink alcohol or use any other type of drugs while working

## RESPONSIBLE MANAGERS –" SERVERINGSPASS"

What general rules are there concerning responsible managers

1. A restaurant must have one responsible manager and a sufficient number of other persons suitable, "deputies", for this task  
...i.e. members of serving staff who have the "alkopass."
2. One responsible with the "alkopass" must always be on the premises when alcoholic serving alcoholic beverages
3. The responsible managers should have the necessary education or experience to perform their duties.

Note1: From this point on in the text, the responsible managers or other persons suitable for the task are referred to as RMs

Note 2: "Alkopass" is the typical Swedish expression on Aaland Islands for a certificate issued by an educational institution for the restaurant and catering industry that a person masters the provisions concerning serving of alcoholic beverages

How do you find out the staff appointed as RMs in the restaurant

The names of the RMs must be in the self-supervision plan

Does there have to be an RM present at all open hours?

NO. An RM does not have to be present when serving only food and alcohol-free beverages

Who appoints the RMs?

The license holder

What are the alternative demands to become an RM in a restaurant that serves strong alcoholic beverages - over 22 vol%

1. Education: At least one year's full-time education in the restaurant and catering industry, provided that the curriculum includes teaching and practical training in serving alcoholic beverages. The school issues the alkopass.

...OR, if a person has no professional education:

2. Experience: At least three months of full-time work serving alcoholic beverages and a certificate – "alkopass" - issued by a restaurant school after passing a written test.

Can lengthily periods of odd jobs be counted as sufficient experience

YES, in this case, ca 450 hours counts as equal to 3 months of a full-time job

What are the demands of an RM on a restaurant that only serves mild alcoholic beverages – up to 22 vol%, i.e. "under 22 vol %"?

No education or prior work experience is required.  
After passing a written test, a certificate – "alkopass" - is sufficient.

Who is responsible for checking the RMs education or experience?

The holder of the serving licence

Does everyone in the serving staff need to have the "alkopass"?

NO - But at least one RM with the "alkopass" must be present and supervise the serving of alcoholic beverages.

What practical arrangements apply concerning RMs in a restaurant

It's recommended the RMs education and experience should be in the self-supervision plan

i.e. copies of the alkopass, exam papers, work certificates are recommended as appendixes in the self-supervision plan

Do the RMs carry all the responsibility in the restaurant

Every member of the serving staff is obliged to follow the legislation and the directives in the self-supervision plan

Can a waiter with no alkopass get fined by the police

YES - The waiter can be fined by the police, e.g. for serving alcohol to customers under 18 or overserving customers

The police then send a report to the authorities, who will contact the license holder and the RM in their turn.

The authorities will then decide about further sanctions, e.g. remarks, warnings, fines, etc.

## MARKETING and ADVERTISING

What is the general rule when advertising alcoholic beverages in a restaurant

Advertisements for strong alcoholic beverages - over 22 vol% - is approved inside the restaurant only

...but:

It is not to appear outside the premises, e.g. the entrance doors, display windows, outside serving areas, newspapers, TV, internet, and so forth

Advertisements for mild alcoholic beverages - up to 22 vol% - are approved even outside the premises

The advertisements get prohibited if inappropriate, offensive, targeting minors or binge drinkers.

### Prices and pricing

What guidelines are there for pricing alcoholic beverages

Restaurants can determine their prices, and there are no lower or upper limits.

There are, however, directives on how the restaurants can and cannot advertise their prices.

What about quantity rebates?

Two or more servings of alcoholic beverages cannot be cheaper sold together than once at a time.

e.g: "Buy Two Penzburg Pils – just pay for one"

What are the directives about the " Happy Hour" type of adverts

1. Mild alcoholic beverages - up to 22 vol % :

Temporarily discounted prices are allowed outside the restaurant, e.g. the entrance doors, display windows, outside serving areas, newspapers, TV, internet, and so forth

e.g. "Happy Hour 17.00-19.00 o'clock."

...or even with price examples:

"After Work between 17.00-19.00 o'clock - Penzburger Pils 1/3l – 3,00"

2. Strong alcoholic beverages – over 22 vol %:

Allowed if the adverts cannot be seen or spotted outside the restaurant

Is a restaurant allowed to serve alcoholic beverages at lower prices on a privately booked occasion, e.g. a banquet?

Yes, it's a matter that the guest and the restaurant can decide upon themselves.

However, the restaurant cannot demand the guests to consume a certain amount of alcoholic beverages.

How big can a "big export beer" or "a glass of wine" be

The demand here is that the restaurant must be adequate ...so it's proper to mention the size and the price

e.g.: "Penzburg Pils 50 cl - 5,50 €",  
"Whatever The Red One 16 cl – 6,50 €"

Can the price and the exact size of an alcoholic beverage vary somehow?

Yes. A restaurant can let an "objectively observable" thing influence the price, i.e. the weather is an excellent example of how many goals a particular team makes in a match and so forth...

e.g. "All beers on the terrace go up or down 10 cents with every degree during June and July."

Can the price of a particular brand vary when served in different bottle sizes or a glass?

It's allowed to do alcoholic beverages in bigger bottle sizes for a lower litre price than in smaller bottle sizes

The price per litre for one exact product can vary on the bottle size or as a serving in a glass

e.g., A 75 cl bottle of wine can be cheaper per litre than the same brand served in a 37,5 cl bottle

Likewise, the litre price of the same brand of wine can be higher when served as a serving in a glass

## Inappropriate marketing

What does the legislation mean with the expression inappropriate marketing

Marketing where customers are lured to the restaurant by advertising complimentary alcoholic beverages or discounts when drinking more.

It's forbidden to attract vulnerable consumer groups, e.g. young customers or binge drinkers, by adverts.

## Examples of inappropriate advertising

"First drink free"

"Lottery tickets for free drinks"

"Free drinks with a VIP ticket"

"Two drinks for the price of

"Pay 50- € and drink all you please from 17,00 to 19.00 o'clock."

"Collect stamps in your beer-pass; ten stamps buy you a free beer."

"Buy 5 Big Pints, and you'll get a free T-shirt."

"Beer Race – first beer 6 €, second 4 €, third beer 2 €  
and the fourth one is free

## Can the license holder offer complimentary alcoholic beverages in any situation?

Yes, in case it's a sudden and spontaneous expression of hospitality.

At closed occasions to invited customers or as a surprise to guests who are in the restaurant at the moment.

One can only offer mild alcoholic beverages – up to 22% - and the amounts should be kept moderate

It can't be regularly occurring so that it gets to be a concept

...and...

No advertising

## Lotteries and games

### Can a restaurant arrange lotteries or games with alcoholic beverages as prizes?

No, lotteries and other games cannot have alcoholic beverages as a prize.

e.g. "With the entrance ticket, you take part in a lottery with a bottle of wine as the first prize."

"Beer Bingo – first with five numbers in a row gets a free beer."

### Is there any kind of games where alcoholic beverages can be a prize

No, alcoholic beverages can not be a part of any kind of competitions

e.g. "Dart Tournament tonight – the winner gets a big pint."

### Can you arrange beer-swilling competitions in a restaurant

All matches where alcoholic beverages are part of are forbidden. Beer swillings have to take place with mild beer, not over 2,8 %



## Complimentary gifts product combinations

What's the main rule for so-called complimentary gifts and product combinations

The restaurant can not give a buyer of an alcoholic beverage complimentary products" thrown in" if the products do not have a relevant connection to the consumption of the beverage.

e.g. cocktail sticks and beer mats connect with alcoholic beverages and can be approved.

On the other hand, a baseball cap or a T-shirt has no apparent connection to the consumption of the beverages and cannot be approved.

Are there any complimentary and combinations allowed

Glass can be given as a complimentary gift as long as it is a mildly alcoholic beverage

e.g. "Penzburger Pils 50 cl - 5,50 € - You get to keep te unique beer-glass"

Note: Not with strong alcoholic beverages

A food portion and a serving of mild alcoholic beverage with a combined price. Remember alcohol-free alternatives

e.g. " Today's catch and 16 cl white wine of the house or a soft drink of your choice 18,- €."

Include one mild alcoholic beverage in the price of an event ticket sold by the restaurant when an event is held on its licensed premises and the drink can be considered a welcome gesture. Include a moderate, limited number of mildly alcoholic beverages with the meal in the same ticket. A non-alcoholic alternative must be available.

e.g. " Dance party with The Vikings. Three-course dinner 80,- € including a glass of Cava (12 cl) or non-alcoholic cider at the entrance. A glass of white wine (12cl) with the starter and a glass of red wine (16 cl) with the main course or alcohol-free alternatives.

Include a serving of mild alcoholic beverages in the price of the program ticket. A non-alcoholic alternative must be available.

e.g. "Stand Up Comedy Show. Tickets 30,- € including a glass of wine (16 cl) or a Pennsburg Pils (33 cl) or a soft drink of your choice."

## Product presentations

What is a product presentation?

It's when a representative from a manufacturer, brewery, or importer comes to a restaurant to present and inform about their beverages. Commonly they are referred to as wine- or spirits agents.

Can a wine- or spirits agent offer free samples in the restaurant or the bar

No, the legislation forbids this. The agents are only allowed to present their products or inform about them

E.g. A wine agent can be among the guests telling and giving wines and a spirits agent behind the bar showing the public how to use the products.

What if the guests want samples of a wine- or spirit agents products

The guests can order and pay for them as usual

The alcoholic beverages must, however, have been purchased and registered by the restaurant legally (see page 6)

Can a wine agent arrange a wine tasting with the agents' wines to an invited party in a separate section NOT classified as licensed premises, e.g. conference facility?

Yes, the wine tasting is for an invited private party and on-premises not licensed as part of the restaurant serving areas.

Naturally, the wine agent can not charge for the tasting wines brought from the wine agency

...serving alcoholic beverages always require a license

If the wine tasters want to move to the restaurant afterwards, they cannot get the wine agents tasting them.

Only legally procured alcoholic beverages can be served and consumed in licensed premises.

## Marketing strong alcoholic beverages - over 22 vol %

What is the general rule when advertising strong alcoholic beverages in a restaurant

Marketing and advertising strong alcoholic beverages outside the restaurant are strictly forbidden.

The restaurant can only market and advertise strong alcoholic beverages inside the restaurant.

It can't be seen outside, e.g. on the entrance doors, in windows, or on so-called A-stands. Neither in the media, e.g. magazines, national TV, local TV, radio, nor internet, etc.

Is there any possibility for the restaurant to inform that the restaurant serves strong alcoholic beverages

Yes, a restaurant can inform what kind of beverages they serve.

e.g. "We are fully licensed."

Can the restaurant publish a copy of an ordinary price list with strong alcoholic beverages on the internet?

Yes, but the price list must be moderate and uniform, and mild alcoholic beverages included.

Examples of adverts that are forbidden

- Brand names  
e.g. Finlandia Vodka, Famous Grouse Scotch
- Names that indicate some sort of strong alcoholic beverage  
e.g. Irish Whiskey, Coffee and Brandy
- Picture of a bottle or a label  
e.g. Silhouette of a Galliano bottle
- Recognizable features for strong alcoholic beverages  
e.g. The farming landscape on the Koskenkorva label  
The captain on the Captain Morgan Rhum label
- Products meant to be taken home  
e.g. Matchboxes printed materiel

Are there any rules regarding adverts on the work clothes the serving staff is wearing

It's allowed to have adverts for alcoholic beverages on the work clothes

Work clothes should, however, only be worn while working

Restaurants are recommended to inform the staff so that no work clothes are to be worn on off duty

What rules are there for drinks and the presentation of them

1. Adverts for drinks that contain strong alcoholic beverages (over 22 %) are allowed only inside the restaurant
2. Adverts for drinks entirely made of mild alcoholic beverages (up to 22 %) can be displayed outside the restaurant

In the adverts for drinks, both "inside" and "outside", should be

- The name of the drink
- The composition, i.e. what the drink contains
- Amounts of alcoholic beverages in centilitre - cl
- The price

3. Adverts for pre-bottled mild long drinks (...alco-pops, hard seltzers) are allowed as long as no names associated with strong alcoholic beverages are displayed

The following are forbidden in adverts:

e.g. GIN Long Drink, SMIRNOFF Ice, BACARDI Breezer

...also any "Long Drink of The House" because they're most often made with a

base of strong alcoholic beverage

Allowed are:

Pre-bottled mild long drinks with no name associated with strong alcoholic beverages

e.g. Hartwall Original Long Drink, Sinebrychoff Cranberry Long Drink

Are there any rules when advertising trendy "shots"

The names "shot" or "snaps", "salmare", "salkkare", etc., all give the impression of strong alcoholic beverages.

If the advert is about any "shot", it should be indicated in the advert that it's a mild alcoholic beverage.

E.g. "Tar shot 21 %", "Mild salmare", "Pink Cat Shot 21 %."

## KITCHEN ALCOHOL

What is kitchen alcohol?

Duty-free, i.e. tax-free, alcohol that can be used when cooking

A restaurant can apply for a license to use kitchen alcohol.

What are the rules regarding kitchen alcohol

Bookkeeping is required for the use and stock

The kitchen alcohol can not be served to customers or used as a part of drinks etc.

It can only be used in the kitchen when cooking.

What can be done if the restaurant doesn't have a license for kitchen alcohol but needs some alcohol for cooking

1. Alcoholic beverages bought for serving can be transferred to the kitchen, and the price can be included in the dishes.

In this case, the amounts transferred to the kitchen must be noted and accounted for in an inspection.

2. Alcoholic beverages can be registered as usual

e.g. Brandy used for flaming a pepper steak

On the menu can be noted:

" Brandy for flaming charged separately – Jaloviina 4 cl – 5, 20€."

## TOBACCO and SMOKING in the restaurant

Can a restaurant sell cigarettes or tobacco products

Yes, it is allowed ...but observe that:

1. A separate notification must be made to ÅMHM, and the notification certificate must be visible to the customers
2. Any kind of tobacco adverts are prohibited, neither inside the restaurant nor outdoors
3. The sales must be supervised so that no minor can get hold of tobacco products
4. The selling of cigarettes or tobacco products requires a separate self-supervision plan

What are the rules regarding smoking rooms and smoking areas

- They must be approved by the authorities and separate from the restaurant's other areas
- The customers must not be forced to go through a smoking room or -area to enter or leave the restaurant
- Tobacco smoke or smell must be kept out the restaurant's other premises
- A self-supervision plan regarding the smoking room or – areas is required

What is stated about food and beverages in a smoking room

- To serve food or beverages in a smoking room is forbidden
- The customers are not allowed to move beverages or food into the smoking room

Is smoking allowed on the outside premises, e.g. a terrace

Yes, this is up to the restaurant to decide

...but...

Care must be taken so that tobacco smoke or smell does not get inside.