

## ALCOHOLIC BEVERAGE POLICY

Since 2001, the West Mall 7 Theatres have served millions of patrons of all ages with the best value in movie entertainment and concessions in the Sioux Falls area. With the addition of alcoholic beverages to our refreshment options, we have published and adopted specific policies that govern the handling and sale of these beverages within our facility. As with all of our policies, this Alcoholic Beverage Policy is established to ensure the safety and enjoyment of all our customers, and to comply with the law.

The following policy provisions apply to the sales of alcoholic beverages at the West Mall 7 Theatre:

- Any customer purchasing an alcoholic beverage must be 21 years of age or older with a valid ID.
  - A valid ID is one of the following forms of unexpired picture ID, which show the date of birth of the ID holder: a state-issued driver's license, a state-issued identification card, a U.S. Passport, a U.S. Military ID.
  - ID must be presented at the time of purchase.
- Each customer who purchases an alcoholic beverage will be provided with a wrist band that must be worn while on our premises to identify authorized purchasers.
- Specific single-use containers provided by the West Mall 7 Theatre will be used to serve each alcoholic beverage.
- No more than one alcoholic beverage will be sold per wrist band at one time.
  - If one person wishes to purchase for multiple people, each person must be present at the time of sale with valid ID and wrist band.
- Alcoholic beverage sales will be limited to certain times and programs at the discretion of the West Mall 7 Theatre.
  - Alcohol free showings for the entire facility will be available during designated times or events (such as family matinees).
- Alcoholic beverage sales may be refused to any individual who appears to be intoxicated, and the individual may be required to leave the premises at the discretion of the West Mall 7 Theatre.
- The West Mall 7 Theatre reserves the right to refuse to serve an alcoholic beverage to any person at any time for any legal reason.
- No alcohol may be brought into or taken out of the West Mall 7 Theatre by a customer.

## Zero Tolerance Policy

Any person who attempts to circumvent the policies described in this document will be removed from the West Mall 7 Theatre, and the incident will be reported to the Sioux Falls Police when applicable. The following situations will result in immediate expulsion:

- Possessing, attempting to possess, or consuming alcohol if under 21 years of age
- Attempting to purchase alcohol with a false or forged ID
- Purchasing, attempting to purchase, or providing alcohol to someone under 21 years of age
- Attempting to enter or leave the theatre facilities with alcohol
- Intoxication
- Any other alcohol-related disturbance deemed inappropriate at the discretion of the West Mall 7 Theatre management

## Implementation

- All theatre staff involved in selling alcoholic beverages are required to complete the ServSafe Alcohol Training program.
- Theatre staff will require valid ID from each customer who wishes to purchase an alcoholic beverage regardless of their age appearance. A customer must present a valid ID to get a wrist band.
- Theatre staff will advise each customer who purchases an alcoholic beverage that it must be consumed within the premises and may not be taken out of the theatre.
- During regular auditorium checks, theatre staff will verify that any person with an alcoholic beverage container has a valid West Mall 7 wrist band.
- Any person who causes an alcohol related disturbance, including intoxication, anywhere within the West Mall 7 Theatre, will be removed from the theatre and the incident will be reported to the Sioux Falls Police.
- Theatre staff are prohibited from consuming alcohol during their work shift.
- Security cameras will be added in all alcohol serving areas within the West Mall 7 Theatre facility.

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