



We Don't Serve Teens is an industry-wide campaign dedicated to preventing the access of alcohol to those below the legal drinking age.

Developed in 2006 and supported by industry partners including manufacturers, distributors, and wholesalers of beer, wine, and spirits, control states, and other associations and organizations, We Don't Serve Teens is committed to reducing underage drinking and never serving, supplying or selling alcohol to anyone under the legal drinking age.

UNDERAGE DRINKING IS AT HISTORICALLY LOW LEVELS.

Fewer American teens are consuming alcohol underage than ever before; more than 3 out of 5 have never consumed alcohol. (*Monitoring the Future, 2021*)

Together we must continue to work to keep alcohol out of kids' hands and drive this number even lower and ultimately prevent underage drinking. Show your commitment to never serving, selling, or providing alcohol to teens or anyone below the legal drinking age by taking part in this campaign along with your partners, suppliers, retailers, and customers.

For more information, to place your order, and for sample social media posts, proclamations, and digital graphics, please stay tuned for our upcoming webinar and the launch of our asset portal.

www.WeDontServeTeens.org

TAKE ACTION

IN THE FOLLOWING WAYS

1

DISTRIBUTE OUR MATERIALS

Order We Don't Serve Teens materials to distribute at your place of business, to display on your cold cases or entrances, or at point of sale registers, kiosks, or on receipts.

2

SUPPORT US ON SOCIAL

Post your support on social media and educate your followers about your commitment to never provide, serve, sell, or otherwise make alcohol available to teens or anyone under the legal drinking age.

3

ENCOURAGE OUR INDUSTRY

Share the We Don't Serve Teens campaign information to other industry partners and encourage them to participate as well.



JOIN the official roll out of the We Don't Serve Teens campaign.

Distribute your customized posters and materials, post on social media, speak to your contacts and colleagues at radio stations, news outlets, or sports venues about your commitment to help eliminate underage drinking by never serving alcohol to teens. It's unsafe. It's illegal. It's irresponsible.

Formal timeline and activation details will be coming soon.



Let us know when and how you are participating.

All participants and partners will be listed on the We Don't Serve Teens website. Responsibility.org is hosting the campaign website yet all members of the industry are compelled to take ownership over their participation in the campaign and get involved. For questions about how you and your organization can support this campaign, please contact Erin Hildreth at erin.hildreth@responsibility.org.

