

The Core Four: Principles of Responsible Alcohol Delivery



Alcohol delivery services allow for Americans of legal drinking age to have their favorite alcohol beverages delivered to their homes from local retailers and restaurants, as permitted by state regulations.

These deliveries must be executed in the safest, most responsible way possible. Companies engaged in alcohol delivery from retailers and restaurants should commit to adopting the "Core Four: Principles of Responsible Alcohol Delivery" to exhibit their dedication to the safety of consumers and alcohol responsibility.

★ ★ The Core Four include: ★ ★

1

Confirm alcohol deliveries are only to those over the minimum legal drinking age of 21.

3

Provide education on safe alcohol delivery to individuals that deliver alcohol.

2

Prevent delivery to those underaged, intoxicated, or where prohibited by law.

4

Implement checks to ensure compliance with these standards.

As an additional consideration, Responsibility.org urges that companies conducting alcohol deliveries incorporate messaging on their platforms and in communications with consumers to help prevent underage drinking, eliminate drunk driving, and ensure that adults who choose to drink are doing so responsibly. ★ ★ ★ ★

