

**BEFORE THE CITY OF KNOXVILLE
BEER BOARD**

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CITY COUNCIL OFFICE

CITY OF KNOXVILLE,)
)
 Plaintiff,)
)
 v.)
)
 ARAMARK SPORTS AND)
 ENTERTAINMENT SERVICES, LLC)
 d/b/a Neyland Stadium - Aramark Bowl)
 2400 Market Street)
 Philadelphia, PA 19107)
)
 Permittee.)

Permit No. P082322006

REMEDIAL PLAN

Aramark Sports and Entertainment Services, LLC d/b/a Neyland Stadium – Aramark Bowl (“Aramark”) responds to the September 24, 2022 citation as follows.

INTRODUCTION

Aramark is committed to preventing sales of alcoholic beverages to minors as demonstrated by its robust 125-page Strategic Alcohol Service Plan (“Aramark’s Plan”). The second sale to minor citation revealed a vulnerability in Aramark’s Plan. Safe and proper service of beer and prevention of underage sales remains Aramark’s top priority. To that end, Aramark has implemented additional protocols and technological safe-guards in furtherance of its effort to eliminate future sales of alcohol to minors.

SERVICE OF BEER AT NEYLAND STADIUM

The University of Tennessee Volunteers have played their first three home games of the 2022 football season to near sell-out crowds at Neyland Stadium. With a stadium capacity of

101,915 people, Aramark generally has over 160 points of sale for alcoholic beverages and sells an average of approximately 40,000 alcoholic beverages per game at Neyland Stadium.

NEYLAND'S PROGRAM TO PREVENT UNDERAGE SALES

Aramark's Plan sets forth detailed procedures for the responsible sale of beer at Neyland Stadium. Over the years, Aramark has engaged several experts to enhance Aramark's Plan, including: Kim Pouncey, President of TopShelf; Flaherty O'Hara, one of the nations' leading alcoholic beverage law firms; and Will Cheek, a legal expert on Tennessee alcoholic beverage law. Aramark employs a full-time alcoholic beverage compliance expert, Nick Kourmetas, as Vice President of Compliance. Aramark has welcomed and incorporated feedback from law enforcement and members of the Knoxville Beer Board into Aramark's Plan.

A significant piece of Aramark's Plan is its training program for servers, developed and implemented in consultation with Kim Pouncey of TopShelf. Every server is continually trained on proper ID checking protocol, including "Red Box" requirements. ID checking guideline signage is posted at every service location within Neyland Stadium. Representatives of the Knoxville Police Department are invited to, and often do, participate in alcohol service training sessions for employees.

Any server found to have disregarded training by selling an alcoholic beverage to a minor is terminated from employment.

For the 2022 football season, Aramark incorporated a new underage-sales-prevention measure, utilizing Intellicheck ID scanning technology to assist servers in identifying underage patrons. These scanners identify IDs of individuals under 21. Staff are trained to scan every ID, regardless of the apparent age of the potential customer.

Aramark has spent tens of thousands of dollars on Intellicheck ID scanning technology and expended countless resources on its training program and systems to prevent sales of alcoholic beverages to minors.

Aramark's investment in Aramark's Plan has prevented thousands of underage sales in the first three games of the 2022 season.

CIRCUMSTANCES OF THE CITATION

Nevertheless, a server sold an alcoholic beverage to a minor during the Tennessee versus Florida game. At the game on September 24, 2022, the Knoxville Police Department conducted at least one "shop." Just before kick-off, the signal for the Intellicheck system became interrupted, resulting in intermittent failures of the ID scanners. Servers were instructed to revert to manually checking IDs—including following "Red Box" ID confirmation protocols—and to continue attempting to use the scanners as a verification tool in case they began working again.

During this time, a server who was manually checking IDs failed to apply the "Red Box" ID training and sold an alcoholic beverage to an underage cadet with the Knoxville Police Department.

Similarly, Aramark's first sale to minor violation on September 17, 2022 was a result of human error. In that instance, the server scanned and manually checked the agent's ID, but nonetheless, mistakenly served alcohol to an underage cadet, again disregarding what she had been appropriately trained by Aramark to do.

Both servers at issue have now been terminated from their employment at Aramark.

NEYLAND IMPLEMENTS ADDITIONAL REMEDIAL MEASURES TO PREVENT FUTURE SALES TO MINORS

These citations have taught Aramark a valuable lesson—if servers do not adhere to their training, then Aramark's Plan does not work to its full capability, no matter how sophisticated

Aramark's Plan. Moreover, Aramark has recognized that if the scanner technology fails, Aramark must be prepared to prevent underage alcohol sales, as if it never had the technology in the first place. With these lessons in mind, Aramark has immediately taken remedial action in two key ways: (1) adding off-line scanning to the Intellicheck scanner system; and (2) additional verification requirements for customers presenting Red Box IDs.

First, Aramark has taken advantage of recently-available improvements to the scanning technology to add off-line scanning. This means that the ID scanners are now able to scan, read, and verify IDs, even if there are interruptions to the signal or if the system goes off-line. In short, the system interruptions that contributed to the server's mistake on September 24, 2022 should not happen again.

Second, Aramark has devised a plan of action in the unlikely event that the Intellicheck scanners fail in the future. Aramark recognizes that improper verification of underage Tennessee driver's licenses, known in the industry as Red Box IDs, poses the greatest risk of underage sales at Neyland Stadium. If the scanners are unable to verify IDs at a future game, Aramark will exercise one of two options as it relates to Red Box IDs.

Option one involves Aramark designating one or more point of sale locations as the only locations within the stadium that customers with a Red Box ID can purchase an alcoholic beverage. If a server is presented with a Red Box ID in this circumstance, he or she will refuse the sale and direct the customer to one of the designated locations. These designated locations will require an Aramark supervisor to check Red Box ID prior to making a sale.

Option two involves refusal of all alcohol sales to customers presenting a Red Box ID for the duration of the scanner system outage. Based upon the circumstances present at the time, in

the event of a future technology interruption, an Aramark supervisor will then institute one of these two protocols and will appropriately notify all point of sale locations in the stadium immediately.

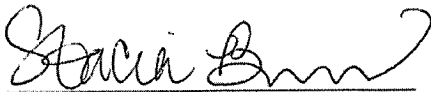
CONCLUSION

Aramark's Plan to prevent sales of alcohol to underage customers at Neyland Stadium is largely effective, but for two unfortunate instances of human error. While even two instances of error are two too many, Aramark reiterates here that its efforts have largely been successful and, with each game averaging approximately 40,000 individual sales, Aramark is proud of the progress made in providing safe and responsible service to Neyland Stadium patrons.

Aramark recognizes its responsibility to prevent all sales to minors and remains dedicated to improving Aramark's Plan by refining its utilization of scanning technology to enhance its ID verification process and to mitigate mistakes made by its servers.

Respectfully Submitted,

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