Serving Alcohol Responsibly – Background and Purpose

The National Restaurant Association Educational Foundation's Bar Code® server training program was created in 1996 with the best information available then. Over time, though, even the best educational material can grow stale. So, to keep the material fresh, we are launching a revision. With the help of experts in every content area, we will examine the material from science to service and ensure that they are up to date. We will also look to the insights brought by our industry participants, and incorporate key learnings on effective server training.

Beyond just updating the current material, we are taking an additional step. We are grounding this revision in research by first performing a job task analysis, or JTA. A JTA is performed by a group of subject matter experts who identify and document the essential tasks or elements of knowledge that are required to perform a particular job or role within a job. This JTA then constitutes the basis of a true certification program, which may include a training program and certification exam.

The NRAEF's ServSafe food protection manager training program and exam, which were developed with a JTA, were accredited this year by a third party accrediting organization, the American National Standards Institute. This is a great source of pride, and was an exercise in meeting and exceeding standards of excellence for a program's development and administration.

Accordingly, we are holding our responsible alcohol service training program to this rigorous standard. Though a final decision has not been made whether to create a server's certification program (which carries with it an assortment of issues from exam security to cost), the process of creating the JTA builds the foundation of an excellent program.

This is the task before us, and this is why we have invited you to join us.

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