The BARS Program

- Nation’s largest Compliance Check/Mystery Shop Training Service.
- Started in 1997, more than 4,000,000 Store Visits conducted.
- Customer stores in all 50 States & Canada—25,000+ Store Visits conducted every month.
- Green & Red Card system.
- Store Visit Results sent next business day, other detailed reports available to Customer.
- Checkers aged 21-25 conducting “mock” purchase procedure at Customer stores.
Reasons for Failing

- Asking for age is not asking for ID
- Did Math wrong on ID
- “Guessing 18”
- Not Following POS Prompts

Retailers reduce failures w/ ongoing training including:

1) Online Sales Curriculum  We Card
2) In-Store Compliance Checks  BARS
3) Scan/Swipe built into POS

Train & Verify  trainandverify.com  We Card & BARS combined
Develop & Follow Company Policy to ID under 35

Retailers that develop and follow a written Carding Policy to ID under 35:

- Avoid selling to underage customers
- Consistently comply with FDA mandate to ID under 27
- Change store employee mindset from “under 18” or “under 21”
ConocoPhillips AVC

- ConocoPhillips achieved 90% Pass Rate (Green Cards) in the 6-month period, 7/1/07-12/31/07.

- ConocoPhillips achieved at 94% Pass Rate (Green Cards) in the 6-month period, 1/1/08-7/1/08.

- By achieving 90%+ for two consecutive 6-month periods, no longer had to conduct AVC-mandated Compliance Checks in the corporate stores.

- This goal was accomplished by shopping all their stores voluntarily 1x per month for Tobacco & Alcohol.