



PRESS RELEASE
For immediate release

Responsible beverage program saves money

(Fredericton) The Tourism Industry Association of NB (TIANB) launches its successful Responsible Beverage program online. TIANB has made it more cost effective and easier for employees and employers to take advantage of this necessary professional development opportunity. The program will still be offered as a 4 hour in-class training event however adding the online element allows for greater access by the industry. "By offering the program online we can ensure that the same strategies about reducing risk and increasing knowledge about liability are available to all New Brunswickers throughout the province in both official languages and especially those with small businesses and those in the outlying regions." says Joanne Bérubé-Gagné, President of TIANB.

Over the past several years many businesses have seen their operation costs increase. This training has proven to help lower those costs and therefore maximize profits. This program is now available for the industry to take at their leisure from their computers at home or at work. The program has been designed specifically for New Brunswick. The Responsible Beverage course doesn't just deal with the legal issues involved with the service of alcohol. It also provides customer service best practices. The course presents tried and true methods and personnel tools endorsed by the industry across the country.

The program will launch in both official languages on Tuesday October 17. To get more information about the program or to enroll contact TIANB at www.tianb.com or call 1.800.668.5313

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The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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