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July 2022 news and updates for the licensee community from the Virginia Alcoholic Beverage Control Authority (ABC).

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Virginia Alcoholic Beverage Control Authority

# LICENSEE

## July 2022 Issue

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## New Laws Take Effect July 1

A suite of five new alcohol-related laws will go into effect July 1, headlined by the extension of cocktails-to-go. Virginia ABC's Legislative Update page features the particulars of these new regulations.

[Read More](#)

# VAL | VIRGINIA ABC LICENSING

## VAL System Onboarding Has Begun!

In May, Virginia ABC began onboarding existing licensees to the VAL system, based on their renewal month. Businesses with license renewal dates in June and July have been notified to establish their account in VAL and renew online. ABC will follow a phased approach until every licensee has been onboarded.

Be sure to keep an eye out for mail from Virginia ABC. This mail contains important information regarding your VAL account.

To learn more about VAL, click the link below for an introductory video from ABC CEO Travis Hill.

[Watch VAL Introduction Video](#)



## Virginia ABC Quarterly Licensee Call on July 6

Virginia ABC will hold its quarterly call with licensees on July 6 at 9 a.m.

This call will include a Q&A forum.

If you would like to be added to the list for email invites for these calls with ABC, please send an email using the link below.



Email ABC To Be Added to Licensee Call List



## Changes to Mailings

As of January 3, 2022, Virginia ABC will send all notices to the corporate address for your business.

Licenses will continue to be mailed to your establishment address. This is a change to previous policy. Please verify that your corporate and establishment addresses on record at Virginia ABC are accurate. Contact your agent or regional office to update any outdated information.

Find Your Local Regional Enforcement Office



## Responsible Alcohol Delivery Training Now Available

RADD (Responsible Alcohol Delivery Driver) online training is designed to educate licensees and alcoholic beverage delivery drivers on delivery best practices. Join Virginia ABC in preventing unlawful sales and underage consumption of alcoholic beverages while running a successful and safe business.

Learn About RADD Training



## Virginia Spirits Sale Coming This Fall!

Virginia ABC will be discounting select Virginia-made spirits this fall in recognition of Virginia Spirits Month. Keep an eye out on ABC's Promotions page for which spirits will be included in this special September sale!

[Check Out ABC's Promotions Page For Current Promotions](#)

## Resources

[Get a License or Permit](#) | [Locate a Regional Office](#) | [Media Room](#)



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### ZERO TOLERANCE POLICY FOR UNDERAGE SALES AND CONSUMPTION

Whether you are a new licensee or a seasoned establishment professional, we cannot stress enough your important role in the community. The selling and serving of alcoholic beverages is a business that is subject to higher legal and social accountability than almost any other industry. As a licensee, you are responsible for maintaining a safe, regulated business and shoulder many responsibilities, including preventing underage sales and consumption of alcoholic beverages. Virginia ABC has a strict "zero tolerance" policy for underage consumption and looks to you to aggressively avoid these sales. [Read more about avoiding underage sales](#)

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