

Virginia Alcoholic Beverage Control Authority

LICENSEE

January 2021 Issue

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Do Not Sell Stickers Available

It is a new year! Virginia ABC mailed out the 2021 Do Not Sell Stickers before the holidays. Please be sure to post these new stickers in locations where both seller and buyer can see them, such as registers or countertops.

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Lottery Products Update

Virginia ABC has not held a product lottery since the pandemic began. Learn when to expect the return of these popular events and how you can purchase certain hard-to-find products in select stores.

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IDs and Executive Order 63

Executive Order 63 still requires individuals to wear face coverings when in public areas to reduce the spread of COVID-19. Verifying identity and age of an individual making an alcohol purchase can be difficult for licensees. Here are several suggestions.

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Classroom Training Update

While in-person trainings are on hold due to the COVID-19 pandemic, online classes are still available for RSVP and MART training.

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Licensee Survey Reminder

Virginia ABC recently reached out to licensees via postcard regarding participation in the Licensee Needs Assessment Survey. You may also provide feedback online.

[Read More](#)

Two New Initiatives, One Easy Change

When the onset of COVID-19 slowed development of ABC's new online licensing system, we decided to merge the launch of this web portal service with our License Reform project - a Virginia legislative initiative that streamlined the ABC license structure.

[Read More](#)

Licensee Sweepstakes Winners

In December, Virginia ABC began notifying the seven winners of our Licensee Subscriber Sweepstakes. Be sure to keep an eye on your email for official notification from Virginia ABC if you were selected as a winner!

Licensees and ABC's New POS

Many of you may have noticed that Virginia ABC is upgrading all its stores to a new Point of Sale and Ordering system. We are adding some new features that have been deficient or missing from previous systems. This may cause some initial confusion or backlogs, but will allow ABC to be much more efficient in the future. ABC thanks you for your patience as we complete this much-needed endeavor.

Resources

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Virginia Alcoholic Beverage Control Authority (ABC)

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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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