LICENSEE

News & Updates from the Virginia Department of Alcoholic Beverage Control, Winter 2014, Issue 20.1

Happy Hour Promotion Restrictions Eased

Changes Benefit Restaurants and Consumers

MANY RESTAURANTS used to get this question daily: "Why don't you list your happy hour times on your website?"

The answer was—they couldn't until late January.

The Virginia Department of Alcoholic Beverage Control (ABC) received final approval in late 2013 on its regulations changes. The most notable modification—for both licensees and customers—relates to restaurants being able to promote happy hour.

Effective January 29, restaurants can publicize happy hour and the time span of their drink specials in any medium, including print and broadcast advertising, social media and online.

In the past, Virginia restaurants could only advertise happy hour inside the establishment. In March 2010, regulation changes allowed the business to also post happy hour times on a 17-by-22-inch sign attached to the outside of the building.

This year's changes mark the first time since the General Assembly passed legislation in 1934 creating the ABC that restaurants have been allowed to promote happy hour beyond their premises.

(continued on page 3)

Co-owner Jo McClain tends bar at her upscale restaurant The Viceroy in Richmond. She says 99 percent of restaurants have happy hour specials.

RSVP & MART

Register Today for ABC Licensee Training!

View the updated Responsible Sellers & Servers Virginia's Program (RSVP) and Managers Alcohol Responsibility Training (MART) schedules for Winter–Summer 2014 and register today at **www.abc.virginia.gov.** RSVP is offered for sellers and servers at Virginia's licensed establishments, and MART for managers and owners. All sessions are taught by ABC special agents.

Roanoke (RSVP)
Thursday, March 6, 1–4 p.m.

Danville (RSVP)
Tuesday, March 11, 9 a.m.–1 p.m.

Fredericksburg (RSVP)
Wednesday, March 12, 1–4 p.m.

Staunton (RSVP)
Wednesday, March 12, 11 a.m.–2 p.m.

Chesapeake (RSVP)
Wednesday, March 19
two sessions: 9 a.m.–noon & 1–4 p.m.

Richmond (RSVP)
Wednesday, March 19, 1–4 p.m.

Alexandria (RSVP)
Wednesday, March 26,
two sessions: 9 a.m.–noon & 1–4 p.m.

Hampton (RSVP)
Wednesday, March 26, 9 a.m.–noon

Richmond (RSVP)
Wednesday, March 26, 1–4 p.m.

Big Stone Gap (RSVP)
Wednesday, May 7, 9 a.m.–noon

Danville (RSVP)
Tuesday, May 13, 9 a.m.–1 p.m.

Charlottesville (RSVP)
Wednesday, May 14, 10 a.m.–1 p.m.

Fredericksburg (RSVP)
Wednesday, May 14, 1–4 p.m.

Chesapeake (RSVP)
Wednesday, May 21
two sessions: 9 a.m.–noon & 1–4 p.m.

(see additional listings on page 3)

LICENSEE

Winter 2014 ■ Issue 20.1

Licensee is a quarterly publication for licensees of the Virginia Department of Alcoholic Beverage Control (ABC).

Virginia ABC is one of 12 state law enforcement agencies under the office of public safety.

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VA ABC

VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

ENFORCEMENT MESSAGE

A COMMON PHILOSOPHY at Virginia ABC is: Good things happen when people work together.

The men and women of our Bureau of Law Enforcement are keen on partnerships. We've learned that when we combine our strengths with those of others the outcome benefits everyone and few things cannot be achieved.

Our special agents routinely partner with police departments and sheriff's offices across the commonwealth. Local law enforcement departments know their jurisdictions better than anyone. They're familiar with the people, the restaurants and off-premise establishments there.

On the other hand, we know ABC law. Combining these two sets of strengths just makes good sense from a public safety standpoint — together we strive to improve our communities.

Partnering with licensees also just makes plain good sense. As licensees, you are in unique positions to affect positive change in the commonwealth's effort to control underage access to and overconsumption of alcohol.

So we extend this offer: We are here to partner with YOU.

Do you have questions about happy hour advertising, serving intoxicated customers or identifying interdicted patrons? Are you unclear about the legality of gang assembly in your place of business? Do you understand the tobacco laws for selling to patrons less than 18 years of age?

Your local ABC agents can provide not only answers to these questions but will work to assist you to resolve problems where it is appropriate.

We want to work with you beyond the typical holiday and festival initiatives by partnering with you before violations occur. The sentiment that calling an agent about a difficult situation at your place of business will place a licensee in a position of being looked at as a problem is nothing more than urban legend!

To the contrary, we view your effort to communicate as being responsible and working to address issues in your business. We recognize there are going to be times when undesirable activities occur. We focus as much on the response by licensee management at these times as we do on what occurred. If licensees do not communicate, we cannot possibly know the responsible efforts that you are making.

A program that we hope to reinstitute, The Century Council's Cops in Shops® program, brings law enforcement officials and retailers together in the fight against underage purchase of alcohol. This is accomplished by posing plainclothes agents and police officers as employees in retail outlets to foil underage purchasers and adults who attempt to buy alcohol for youths.

When offenders are caught, they find themselves talking to a police officer about going to court, paying fines, losing their driver's license and maybe going to jail. Police departments in more than half of the states around the country have implemented this program. Are you interested?

How else can we help you? With more than 16,400 establishments licensed to sell alcohol in our commonwealth, there are bound to be other ideas for ways we can work together in combating youth access, overconsumption and other problems related to the legal product that each of you sell.

Contact your local agent or email me at shawn.walker@abc.virginia.gov. Let's talk. I firmly believe that we can address these matters together.

— Director Shawn Walker,
ABC Bureau of Law Enforcement

ABC'S Newest Stores

Store 159 (Chesterfield)
Store 196 (Keysville)
Store 387 (Front Royal)

For a complete listing of all ABC stores, visit www.abc.virginia.gov and select "ABC Store Locator."

ABC Crimeline: (866) 437-3155

Two New Features Added to Online Ordering System

ON JANUARY 9, Virginia ABC added two new features to enhance the functionally of its Management of Inventory and Product Sales (MIPS) online system. MIPS is the electronic ordering program that allows licensees to submit product requests more efficiently and effectively at ABC stores statewide.

With the interactive system, licensees can view up-to-date product codes, explore current and future discounts, access real-time inventory levels at a store, and place orders 24/7. Also, licensees receive email notifications when orders have been submitted and are ready for pick up.

Web features include:

- The "Create Order" screen now has a comments section. It gives licensees another method to request or special order merchandise that your base store may not carry and/or allows space to provide any special instructions you may have related to the order. Any comments added will be appended to the email notification you receive once the order has been submitted. Please review the email to make sure all comments are included.
- Licensees now have an "Alternate Store" option. This gives licensees the ability to submit an online order to an alternate store location, within their area, for special circumstances. Examples of special circumstances include: your base store is closed for remodeling, is currently out of stock of a particular product, or you are going to be in a different area and another store is more convenient. Licensees are only allowed to select an alternate store twice in one month. (Exceptions will be made for base store closures.) This option will be systematically monitored to prevent abuse. If you need to make a permanent change to your base store, please coordinate that through ABC store management and notify License Records Management (LRM) support of the change.

Thank you for participating in, and providing feedback about, this program. Virginia ABC will continue to add features to improve customer service and make the online system convenient and easy for all users. ■

Online Ordering

Sign up and explore your online ordering options today by visiting https://gin.abc.virginia.gov/mips/index.html.

Or visit **www.abc.virginia.gov** and select "Online Licensee Ordering" under the "Licensee Resources" section.

General Assembly Authorizes New Guidelines on MBAR Violations and Fraud

Licensees are required by law to submit a Mixed Beverage Annual Review (MBAR) to be in compliance. As authorized by the 2013 session of the General Assembly, the ABC Board met with interested parties and developed the following penalty guidelines for violations of the food-to-beverage ratio for mixed beverage licensees.

Penalty Guidelines for MBAR Violations and Fraud

(1) For a ratio of 44 percent or higher (up to 45 percent): Written Warning
(2) For a ratio of greater than 30 percent, but less than 44 percent:
  (a) First offense: 30-day suspension lifted at the end of 15 days upon payment of $1,000
  (b) Second offense: 60-day suspension lifted at the end of 30 days upon payment of $2,500
  (c) Third offense: Revocation of license
(3) For a ratio of 30 percent or less: Revocation of license
(4) Fraudulent MBAR reports: Revocation of license

Any substantiated violation penalty short of revocation will require a CPA-audited report of food and mixed beverage sales for the following MBAR period.

RSVP & MART

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Richmond (RSVP)
Wednesday, May 21, 1–4 p.m.

Alexandria (RSVP)
Wednesday, May 28,
two sessions: 9 a.m.–noon & 1–4 p.m.

Hampton (RSVP)
Wednesday, May 28, 9 a.m.–noon

Richmond (RSVP)
Wednesday, May 28, 1–4 p.m.

Lynchburg (MART)
Wednesday, June 4, 10 a.m.–4 p.m.

Roanoke (MART)
Thursday, June 5, 8 a.m.–1:30 p.m.

Charlottesville (MART)
Wednesday, June 11, 10 a.m.–4 p.m.

Chesapeake (MART)
Wednesday, June 18, 9 a.m.–3 p.m.

Fredericksburg (MART)
Wednesday, June 18, 9 a.m.–3 p.m.

Richmond (MART)
Wednesday, June 18, 10 a.m.–4 p.m.

Alexandria (MART)
Wednesday, June 25, 10 a.m.–4 p.m.

Hampton (MART)
Wednesday, June 25, 9 a.m.–3 p.m.

Roanoke (RSVP)
Thursday, July 10, 1–4 p.m.

Danville (RSVP)
Tuesday, July 15, 9 a.m.–1 p.m.

Chesapeake (RSVP)
Wednesday, July 16,
two sessions: 9 a.m.–noon & 1–4 p.m.

Fredericksburg (RSVP)
Wednesday, July 16, 1–4 p.m.

Richmond (RSVP)
Wednesday, July 16, 1–4 p.m.

Winchester (RSVP)
Thursday, July 17, 9 a.m.–noon

Hampton (RSVP)
Wednesday, July 23, 9 a.m.–noon

Richmond (RSVP)
Wednesday, July 23, 1–4 p.m.

Alexandria (RSVP)
Wednesday, July 30,
two sessions: 9 a.m.–noon & 1–4 p.m.

ADVERTISING AT A GLANCE

As of January 29, restaurants may use the phrase *happy hour* and promote the time span of drink specials on flyers and posters, social media, their website, a sandwich board located on the sidewalk outside their business and in print and broadcast ads.

Here are some specific examples of acceptable promotions.

What You Can and Can't Say

STATEMENT	ACCEPTABLE?
Happy hour: 4 to 7 p.m. daily	Yes
Join us for happy hour drink specials!	Yes
We offer drink specials from 3 to 8 p.m., Monday–Friday	Yes
Offering the best happy hour in Chesapeake	Yes
Enjoy discounted margaritas, 4 to 7 p.m.	No. The word *discounted* may not be used; the only approved phrases are *happy hour* and *drink specials*. Also, the drink type may not be listed (margaritas).
Beer and wine specials from 5 to 9 p.m. daily	No. Drink types may not be listed (beer and wine).
$2 off highballs	No. Drink types may not be listed (highballs). Also, specific discount amounts may not be promoted.
Thirsty Thursday: Beer specials, 4 to 8 p.m.	No. Drink types may not be listed (beer). In addition, "Thirsty Thursdays" or "Wet Wednesdays" or any other alcoholic beverage-related phrase cannot be promoted with the time frame.
2-for-1 rail drinks during happy hour	No. Two-for-one drink specials are illegal anytime and any place.
Valentine's Day package: Shared appetizer, pasta entrée, and dessert plus a bottle of Virginia-made wine for $50 per couple	Yes. Food and alcoholic drink package pairings may be promoted if an exact amount of alcohol is specified.
Happy hour: 6 to 10 p.m. daily	No. All happy hours and discounted drink offerings must end by 9 p.m.
New Year's Eve package: One night at a hotel, dinner and brunch for two and unlimited champagne for $175	No. Licensees may not offer unlimited beverages.
Introducing our new drink, The Pilot, featuring Barcardi Limon rum. Only $7!	Yes. If The Pilot is always $7 (anytime on any day), the drink may be advertised with both the cost and alcoholic beverage included as long as no manufacturer or wholesaler money is involved in the retailer's advertising.
20 wings and pitcher of Bud Light for $15.99, from 5 to 7 p.m.	Yes. If the beer is regular menu price and the ad is not being paid for by a manufacturer or distributer, discounted food may be advertised.

Happy Hour (continued from page 1)

The new regulation continues to restrict the promotion of specific drink types, prices and discounts. For example, restaurants may not post on Facebook that they are offering $4 margaritas or run a radio commercial stating that they give a $2 discount on highball drinks from 4 to 6 p.m.

"This is extremely helpful and a step in the right direction," said Jo McClain, co-owner of The Viceroy, an upscale restaurant that opened last July at 600 N. Sheppard St. in Richmond. "I would guess that 99 percent of restaurants have a happy hour. It's part of this business."

The Viceroy holds happy hour between 4 and 7 p.m.

Naina Dumera, events and marketing manager at Arlington Rooftop Bar & Grill located at 2424 Wilson Blvd., agreed.

"We knew the happy hour rules were changing," she said. "And we are glad to see this change."

Rooftop's happy hour takes place between 3 and 8 p.m.

The updated regulations stem from ABC's comprehensive regulatory review which launched in late 2011, a task that the agency had not undertaken in more than 15 years.

"The process involved gathering recommendations from the public, alcohol industry representatives, restaurant owners and other key stakeholders," said ABC Chief Operating Officer Curtis Coleburn. "It focused on public safety and business-friendly decisions."

Coleburn oversaw the project with assistance from ABC Deputy Secretary to the Board Chris Curtis.

In total, six of eight chapters of regulations were amended, and 35 sections of regulations were changed within those six chapters. Former Governor Robert McDonnell's administration approved nine regulatory actions.

The revisions—which also include changes associated with growler (closed container) sales at gourmet shops and infusion allowances for businesses with mixed-beverage licenses—are published in The Virginia Register of Regulations.

Dumera called the regulation change a positive move but added that it is a "baby step."

"Sometimes it feels like one thing after another after another that makes it difficult for restaurants to do business. I hope ABC continues to review drink regulations and make changes in the future that do even more to drive customers through our doors," she said.

ENFORCEMENT HIGHLIGHTS

VT Fans in Accordance

From August through November 2013, special agents worked on the Virginia Tech campus and in the town of Blacksburg during seven home football games. The agents, along with fellow law enforcement agencies and school officials, checked for underage possession of alcoholic beverages and public intoxication. Agents observed that the majority of students and fans were in accordance with all laws.

Hampton Enforcement Partnerships

Hampton agents, with assistance from ABC's Special Investigations Unit, partnered with the Hampton Police Department and Virginia State Police for a two-month-long operation to deter the illegal sale of alcoholic beverages in Hampton. The collaborative operation was focused on locations and individuals associated with violent, drug and gang or vice related crimes. Agents executed four search warrants, resulting in multiple misdemeanor arrests for the illegal sale of alcoholic beverages and maintaining a common nuisance.

Lynchburg Nip Joints Targeted

Special agents and state and local law enforcement agencies are targeting homes in residential areas in Lynchburg that sell alcohol without a license. Selling alcohol without a license is a Class 1 misdemeanor, punishable by up to 12 months in jail, a fine of up to $2,500 or both. During execution of a recent search warrant, agents seized narcotics and arrested a known gang member. There are several additional ongoing investigations.

Multiple Charges Issued for Va. Beach Licensee

Chesapeake special agents executed a search warrant at Beach Caribbean restaurant on November 17 following a two-month investigation into the illegal sale of alcohol. The search warrant resulted in 55 charges and the seizure of more than $1,500 in cash, 39 grams of suspected marijuana and ten bottles of suspected liquor. Virginia Beach Police issued an additional 22 summonses.

NOVA Cigarette Smuggler Caught

In October, after a year-long investigation, agents took a Fairfax County resident into custody for possession with intent to distribute more than 6,900 packs of tax-paid cigarettes purchased from various ABC-licensed establishments in Northern Virginia. The cigarettes, worth more than $25,000, were bound for the Middle East. A recent law change makes it illegal for anyone other than an authorized holder to possess with the intent to distribute 5,000 (25 cartons) or more tax-paid cigarettes. Virginia ABC special agents are one of the primary state law enforcement agencies responsible for enforcing the commonwealth's cigarette laws.

Off-premises Privilege vs. Caterer's License

Agents in Staunton discovered several off-premises licensees, who also operate a catering business, providing alcoholic beverages for events at locations other than the licensed premise. Licensees mistakenly believed that the off-premises privilege allowed them to provide alcoholic beverages at events being held at various locations. This practice is prohibited and has resulted in several violations. Off-premises privilege only allows the licensee to sell alcoholic beverages "to go" at the place described on the license and does not allow for the transportation or sale, by the licensee, of alcoholic beverages to or at any other location. A Mixed Beverage Caterer or Mixed Beverage Caterer Limited license allows a licensee to provide alcoholic beverages at events held at locations other than their place of business.

Shoplifters Beware

While on duty, Richmond area ABC special agents are on alert for crimes other than ABC violations. Special agents detained two shoplifters between October and November while conducting observations on licensed establishments in Henrico County and the City of Richmond. Shoplifters were arrested for petit larceny and one person was taken into custody and processed at the Richmond City Jail.

Happy Hour (continued)

Dumera does not think including drink prices in promotion efforts would cause a bidding war, something stakeholders expressed concern about during the regulatory review process.

"We all have about the same drink prices," she said. "Advertising special offers would only increase business flow, not cause animosity between business owners."

"It really doesn't bother me that I can't advertise prices," said Obrigado's chef and co-owner Jade Lourenco. Her restaurant, located at 109 W. Main St. in Louisa, opened eight years ago. "This is still a step forward. I think it levels the playing field."

Lourenco said Obrigado began promoting its happy hour from 5 to 6:30 p.m. on its website on the first day the regulation change went into effect. She also said she plans to purchase an ad in the local newspaper soon.

(continued on page 7)

Obrigado, located on Main Street in Louisa County, began advertising happy hour on their website the day the new regulation went into effect. Co-owner Jade Lourenco says the relaxed promotions restrictions help level the playing field for restaurants.

Virginia ABC Marks 15th Consecutive Record-Setting Year for Sales

FISCAL YEAR 2013 marked the Virginia Department of Alcoholic Beverage Control's 15th consecutive record-setting year for sales, with gross sales surging to $769 million, up $35 million from the previous year, and profits rising to $134 million, an increase of $2 million over last year.

Retail sales grew 5.5 percent and licensee sales increased 1.5 percent from Fiscal Year 2012. ABC profits combined with state taxes, sales tax and wine and beer taxes, resulted in an all-time high of $370 million transferred to Virginia's general fund, up $10 million from last year. In the last five years alone, ABC has contributed more than $1.7 billion to the commonwealth to support state services, including substance abuse prevention and treatment.

Vodka is clearly Virginia's category drink of choice, netting a combined $212 million in sales for domestic, imported and flavored vodkas.

The growth in sales is attributed in part to expanded Sunday sales and the opening of six new stores across the state. ABC stores also saw a trend of customers "buying up," or purchasing more top-shelf brands, a hopeful indication of a recovering economy.

Jack Daniel's 7 Black (Tennessee whiskey) topped the list of ABC's top-selling brands, followed by Smirnoff 80 (domestic vodka); Jim Beam (straight bourbon whiskey); Grey Goose (imported vodka); and Crown Royal (Canadian whisky).

Vodka, however, is clearly Virginia's category drink of choice, netting a combined $212 million in sales for domestic, imported and flavored vodkas. Whiskey followed with combined sales of $145 million for Canadian, Scotch, Tennessee, blended, domestic, Irish, corn, rye and bond whiskeys. Cordials came in third, with sales of $90.5 million.

Corn whiskey (legal moonshine) saw the sharpest increase in sales, jumping 123 percent from $1.7 million to $3.8 million. ■

NEW PRODUCTS IN ABC STORES

New products appear on Virginia ABC's price list four times each year: January, April, July and October. For price and proof information about all products offered by Virginia ABC, please visit **www.abc.virginia.gov**. Some items may not be stocked in all ABC stores, but can be ordered and delivered to your local store within several days at no additional cost. Ask your store manager about purchasing items on the price list that are not presently stocked.

NAME OF PRODUCT	SIZE	PRODUCT CODE
Bourbon		
John B. Stetson Bourbon	750ml	000412
Belle Meade Bourbon	750ml	016796
Bird Dog Bourbon	750ml	016826
Brandy		
Twenty Grand Rose	750ml	077622
Canadian Whisky		
Crown Royal XO	750ml	010826
JP Wiser's Rye	750ml	011452
Cocktails		
Middle Sister Cranberry Cosmo RTD	750ml	062494
Skinnygirl Sparkling Margarita	750ml	063361
Voscato Sparkling Peach	750ml	077728
Cordials		
Godiva Dark Chocolate	750ml	074089
Mothers Apple Pie Liqueur	750ml	076235
Corn		
Junior Johnson's Midnight Moon 100 Proof	750ml	076049
Ole Smoky Tennessee Moonshine Lemon Drop	750ml	086731
Ole Smoky Tennessee Moonshine Strawberry	750ml	086733
Irish Whiskey		
2 Gingers Irish Whiskey	750ml	015739
Rum		
Captain Morgan White	1L	043329
Captain Morgan White	1.75L	043330
Tequila		
Jose Cuervo Cinge	750ml	064615
Exodo Peach	750ml	064967
Vodka		
Pinnacle Cinnabon	750ml	036215
Skyy Infusions Vanilla Bean	750ml	040203
Skyy Infusions Georgia Peach	750ml	040232
Skinnygirl Meyer Lemon Vodka	750ml	040335
Smirnoff Sorbet Light Pineapple Coconut	750ml	077353

This list includes new products approved for ABC stores in January 2014.

2014 "Do Not Sell" Stickers

The 2014 "Do Not Sell " stickers that you received with the last issue of this newsletter contain a printing error. **The green Spanish-language sticker for alcohol sales incorrectly features 1996 as the baseline birth year. It should be 1993. Please remove that sticker from your sheet (third row from top, left side of page) and throw it away.** All other stickers are correct and valid until December 31, 2014.

Virginia ABC provides the stickers as a tool to help employees prevent underage alcohol sales. To order additional stickers, please call ABC Public Affairs at (804) 213-4418 or email pubrel@abc.virginia.gov.

ABC Board (left to right): Commissioner Jeffrey L. Painter, Commissioner Judy Napier and Chairman M. Boyd Marcus.

Governor Appoints New ABC Board

EVERY FOUR YEARS, the commonwealth's newly elected governor has the opportunity to appoint three individuals to serve on the Virginia ABC board.

In January Gov. Terry McAuliffe appointed M. Boyd Marcus to serve as chairman and Judy Napier and Jeffrey L. Painter to serve as commissioners.

A Leesburg native, Marcus graduated from the University of Virginia in 1974. From 1998 to 2001 he served as chief of staff to Gov. James Gilmore, III. In 2003, he served as chief of staff to Congressman Eric Cantor and from 1981 to 1988 as chief of staff to Congressman Tom Bliley. Most recently Marcus worked as a business and political consultant.

"We're honored and proud to be serving in these capacities. As Virginia ABC marks its 80th anniversary, we celebrate our past and look forward to leading a vibrant and progressive agency into the future."

—Chairman M. Boyd Marcus

Prior to her appointment at ABC, Napier served most recently as director of business development for the information technology firm CGI Group's Virginia sector. Before that she served the commonwealth as assistant secretary and deputy secretary of technology in the administrations of governors Mark Warner and Tim Kaine. A Portsmouth native, Napier graduated from Old Dominion University.

Painter is a native of Page County and has more than 20 years of senior executive leadership experience in the public and private sectors. His service includes: executive director of the Virginia League of Conservation Voters; chief administrative officer of the Virginia Department of Alcoholic Beverage Control; and owner of Property Partners, a small business managing and investing in vacation properties. Painter graduated from Emory and Henry College.

"We're honored and proud to be serving in these capacities," said Marcus. "As Virginia ABC marks its 80th anniversary, we celebrate our past and look forward to leading a vibrant and progressive agency into the future." ■

Did You Know?

For Fiscal Year 2013, which ran from July 1, 2012 ,to June 30, 2013, Virginia ABC . . .

- operated 344 retail stores.
- carried 2,600 alcoholic beverages and 59 Virginia wines on its price list.
- shipped 133,728,159 pounds of merchandise to ABC stores.
- oversaw 16,496 retail establishments .

Happy Hour (continued from page 5)

"People associate us with a full meal. Letting people in this area know that they can come in for a snack and a beer after work will be very good for us."

"These changes will benefit all restaurants because it is one more way of getting someone to walk in the door who wouldn't," Lourenco added. "It benefits all customers, because they discover a new place to eat and drink, and if they like it they will come back."

"Customers are serious," McClain said. "They want to know what specials you offer before they walk in the door. Social media is a great extension to reach audiences and potential customers. It's a benefit that the new regulations will allow us to promote happy hour on our social media sites."

"There are some regulations that I wish could be a little lighter—like late-night drink specials—but when spirits are part of your business, you have to follow the regulations," McClain added. "It's a partnership. We all have to work together." ■

Did You Know?

Which counties have the most licensed establishements in Virginia? Here are the top five for FIscal Year 2013:

Fairfax	2,135
Loudoun	826
Henrico	815
Arlington	711
Prince William	693

ABC Wants to Socialize with You

We mentioned this back in 2010 (*Licensee* 16.2) and we'll say it again today with even more emphasis—ABC wants to connect with you on social media! We are looking for every opportunity to enhance communication with Licensees and serve your needs. Engage with us on Facebook and Twitter so you are the first to know about monthly product specials, upcoming educational opportunities for managers and servers, as well as the latest in regulations or legislative changes.

VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL

2901 Hermitage Road
P.O. Box 27491
Richmond, VA 23261-7491

www.abc.virginia.gov

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NEW PRODUCT HIGHLIGHTS

Belle Meade Bourbon

Size: 750mL | Proof: 90.4 | Code: 016796

Belle Meade™ Bourbon has a rich history dating back to the pre-Prohibition era when it was produced by Charles Nelson in conjunction with Sperry, Wade & Co. Today Andy and Charlie Nelson, the great grandsons of Charles, carry on that tradition with a small batch product that would make their ancestor proud. Belle Meade™ Bourbon uses a higher than average rye content giving it a somewhat spicy taste profile.

Captain Morgan White Rum

Size: 1 liter | Proof: 80 | Code: 043329

Captain Morgan White Rum is the Captain's latest offering. In a departure from the traditional spiced Captain Morgan, this rum is a very mixable white rum inspired by the pristine waters of the Caribbean. It is distilled five times and made with fine sugar cane molasses. Captain Morgan White Rum mixes well with colas, a variety of fruit juices and any recipe calling for a light rum.