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April 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

April 2022 Issue

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VAL | VIRGINIA ABC LICENSING

VAL Begins Launch in May

Beginning in May 2022, Virginia ABC will begin onboarding existing licensees to the VAL system, based on their renewal month, regardless of year. Then, ABC will follow a phased approach until every licensee has been onboarded.

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Electronic Notifications

When you sign up to transact with Virginia ABC electronically using VAL, you will automatically be opted into electronic notifications for all licensing transactions.

We will send you important correspondence about your ABC applications and licenses only via notices on VAL or to the email on file with your VAL account.

By signing up you are agreeing to keep us up to date with your current email address.

Changes to Mailings

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

Licenses will continue to be mailed to the establishment address.

Please verify that your corporate *and* establishment addresses on record at ABC are accurate.

Contact your **agent or regional office** via phone or email to update any outdated information in the ABC system.



Licensee Limited Availability Lottery Launches April 27

Licensees in the Virginia ABC licensing system (VAL) have the opportunity to purchase limited availability products through the Licensee Limited Availability Lottery program.

These products include highly sought bourbons, whiskies and other small batch spirits offerings.

To be eligible, a license must be in active status with mixed beverage privilege and must possess a Virginia ABC MIPS account to submit an entry.

Click the link below to learn more about this new process for licensees. Please

note you must be signed in to MIPS to access the link below.

[Read More](#)



New Laws Set to Take Effect July 1

A suite of 10 new alcohol-related laws will go into effect July 1, headlined by the extension of cocktails-to-go. Keep an eye on the Legislative Update page for future updates.

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Enter for a chance to win a \$250 ABC gift card!

Are you a reader of Spirited Virginia magazine? If so, click below to take our reader survey and enter for a chance to win a \$250 Virginia ABC gift card!

[Read More](#)



Discover the latest Virginia-made spirits!

Virginia-made spirits are the centerpiece of Virginia ABC stores. Check out the latest products available that were made right here in the Commonwealth!

[Read More](#)



Delivery Regulation Reminders

Have questions about cocktails to go delivery? ABC is here with answers to help ensure your business and delivery drivers are in compliance.

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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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