

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

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LICENSEE

JANUARY 2020 ISSUE

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Virginia ABC's ANYTIME, ONLINE licensing system is coming this summer!

No more 8 am – 5 pm. Owning or operating your ABC-licensed business will get a little easier this summer. Virginia ABC is finalizing development of an online licensing system for licensees to manage ABC transactions when and where it's convenient for you—at your business, at home, during the day or after you've closed for the night.

Be among the first to benefit from the conveniences of this new system. Visit Virginia ABC's website to create your own account login and unique password. The portal is located in the upper-right-hand corner of the home page when you're viewing the website on a desktop unit.

Stay tuned for more information in future issues to learn how you'll be able to use this licensee portal to streamline your business by interacting with Virginia ABC online to apply for a license, manage and renew existing licenses, and pay fines and fees.

Set your own hours for transacting your ABC business... when it's convenient for you.

2020 Do Not Sell Stickers: Orange is the New Green



Virginia ABC's popular Do Not Sell Stickers for alcohol purchases for the 2020 calendar year were mailed to licensees in December 2019.

Do Not Sell Stickers for tobacco and alternative nicotine products were made available by online request.

The existing green tobacco sticker references an exception for active-duty military personnel under the age of 21.

Following the production of the 2020 tobacco stickers, the federal

government changed the law by removing the exception for active-duty military personnel.

The revised law states that no one (including active-duty military personnel) under 21 may purchase these products.

Postcards will be mailed to licensees notifying them of the change and explaining how to obtain new stickers.

Virginia ABC is reprinting the 2020 tobacco stickers.

Licensees may go the [Virginia ABC website](#) to request these new orange tobacco stickers or additional alcohol stickers.

If your business prefers smaller stickers or needs stickers in Spanish, these are also available.

Complete the form on the [Virginia ABC website](#) by providing your business's name and mailing address and indicating the number of sheets and which versions (regular or small stickers and English or Spanish) needed. Stickers will be mailed at no charge.

Licensee Lottery Entries

Licensee sales represent about 18 percent of ABC's business, so ABC sets aside a proportionate number lottery bottles for licensees. Your next shot at rare bottles is from Jan. 29-31 for Elijah Craig 18 and 23 Year Bourbon.

Licensees may enter any upcoming lottery using the same form as regular lottery entrants (<https://www.abc.virginia.gov/products/limited-availability>) when a lottery is active.

Licensees should enter their licensee number only on entries on behalf of their licensed establishment.



Employees of a licensed establishment entering as retail customers, should submit an additional entry that does not contain the license number.

Only one entry is allowed per licensed establishment. Licensee winners are drawn in a lottery separate from the retail entrants.

Licensee lottery bottles are intended for resale in pours or cocktails by current, active-status mixed beverage licensees only. These bottles must stay in the licensed establishment for which the winning entry was drawn. They cannot move to other businesses.

Licensee lottery bottles must be purchased along with a regular licensee order at your regular pickup store and will have appropriate tax stamps on the bottle.

Training Opportunities

Kick off the new year with valuable information for your staff! Now is a great time to make sure that your sales clerks, servers and managers are knowledgeable about safe and responsible alcohol service.

Virginia ABC offers free licensee training, with Responsible Sellers and Servers: Virginia's Program (RSVP) and Managers' Alcohol Responsibility Training (MART) to assist businesses in shouldering their many responsibilities for maintaining a safe and regulated operation.

Both courses are available online and in classroom settings instructed by a team of Virginia ABC special agents from your region.

Go to Virginia ABC's [Training page](#) to learn more and sign up for a course today!

2020 General Assembly

The Virginia General Assembly convened in the second week of January and is considering several pieces of legislation of interest to Virginia ABC licensees, chief among them being license reform initiatives.

There will be more information on any pieces of legislation that pass and are signed into law in the next issue of the Virginia ABC Licensee e-Newsletter.

Licensee Relationship Managers

As part of Virginia ABC's commitment to service, we've added a new position to some stores—Licensee Relationship Managers.

These team members will work one-on-one with mixed beverage licensees at the ABC store level to help with orders, questions and everything that goes into your relationship with Virginia ABC.

These new positions are active in a group of stores already and have been communicating with licensees and periodically visiting establishments to strengthen communication and the relationship between licensees and Virginia ABC.

Many of these managers have been working to improve the licensee staging area in the stores as well.

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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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