

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

WINTER 2019 ISSUE

RESOURCES



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Upcoming Holiday Promotions

Numerous [holiday promotions](#) are scheduled in the upcoming months. Mixed-beverage licensees may enjoy special savings at these upcoming promotions:

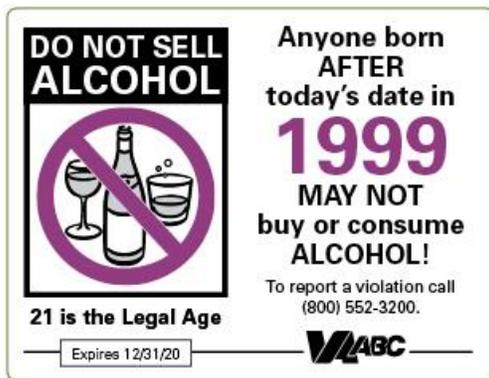
Spooky Spirits Thursday (Oct. 24 and Oct. 31): Save 20% on five select "spooky" products in the 750 ml size, in-store and online. Limit three bottles per product per customer.

Holiday Door Busters (Nov. 1, 2, 3): Save 20% on 10 select 1.75L products, in-store only. Limit three bottles per product per customer per day.

Spirited Thursdays (each Thursday Nov. 7-Dec. 19, excluding Thanksgiving): Save 20% on select spirits in the 750ml size, in-store and online. Limit three bottles per product per customer.

Please know that mixed-beverage licensees are not eligible to participate in ABC's Black Friday, Cyber Monday promotions or web coupons being offered in October or December. Because of the limited availability of some higher-end products, these savings events are limited to ABC's retail customers.

2020 Do Not Sell Stickers



Virginia ABC's Do Not Sell Stickers for the 2020 calendar year will be mailed to licensees in December 2019. If your business requires additional or replacement stickers, prefers smaller stickers or needs stickers in Spanish, please complete [the form](#) on the Virginia ABC website. Be sure to provide your business's name and mailing address and indicate the number of sheets and which versions (regular or small stickers and English or Spanish) are needed. Stickers

will be mailed at no charge to the licensee.

Plan Ahead For The Holidays!

As the holidays approach, please be aware of shipping issues that might arise due to store congestion or alternate hours of operation. Virginia ABC stores will be closed on Thanksgiving and Christmas days and will close early at 6 p.m. on Christmas Eve. Stores will be open during normal hours on Black Friday (Nov. 29) and New Year's Eve. Mixed-beverage licensees should plan to pick up any store orders on Nov. 27, the day before



Thanksgiving, as opposed to Friday, Nov. 29, when Black Friday discounts will generate high customer traffic in ABC stores.

Training Opportunities

With the busy holiday season approaching, it's 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!

Updated Licensee Guide

As a licensee, you are responsible for maintaining a safe, regulated business and shoulder many responsibilities which include preventing underage sales and consumption of alcoholic beverages. This publication was recently updated, so please [re-visit the guide](#), which supports you in understanding the facts of alcohol education and prevention and Virginia ABC's laws and regulations.

ABC Investing In New Online Licensing System

Virginia ABC is partnering with Accela's Civic Platform to build and implement a new online licensing system that will enable licensees to manage ABC transactions when and where it's convenient for their business. This new system will streamline the process for applying for new licenses, managing and renewing existing licenses, and making payments for fees, fines and taxes. Visit www.abc.virginia.gov and look for "My Store" in the upper right corner of the webpage. Create your own account and unique password to be among the first to benefit from the convenience of this new service when it goes live in summer 2020.

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.



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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