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January 2023 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

January 2023 Issue

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2023 Do Not Sell Stickers Available Now!

"Do Not Sell" stickers help your business combat sales to underage persons. These easy-to-read tools assist ID checking for alcohol and nicotine product sales.

These stickers were mailed in December and should be on display.

Need more? Licensees may order more stickers

through the link below.

Read More

VAL | VIRGINIA ABC LICENSING

Keep Records, Training Up to Date in VAL

As part of Virginia ABC's digital transformation and to provide you with better customer service, you can perform various license transactions online.

Upon your last renewal date, you should have received by mail a separate letter with VAL login instructions and your unique PIN and record number. If you no longer have this information, please contact Virginia ABC's Customer Service Center at (804) 213-4400, option 1 or email ABC-PST@VirginiaABC.com to request a new letter.

After creating an account and syncing your licenses, you can complete licensing tasks, financial transactions, track required training and records and submit your MBAR all from the convenience of your computer.

Learn More About VAL



Check Out ABC's Signature Cocktails

Virginia ABC launched the Signature Cocktail video series in mid-2020 as a digital initiative designed to offer quarterly recipes that both novice and master mixologists can make for their next happy hour or just a cozy night in.

Cupid's Cloud merges the elements of the heart all in one cocktail. Smoky and fiery meets sweet and subtle as this cocktail pulls out the softer side of an Old-Fashioned, encompassing the traditional taste of whisky with a sweeter side.

[Learn How to Mix ABC's Signature Cocktails!](#)

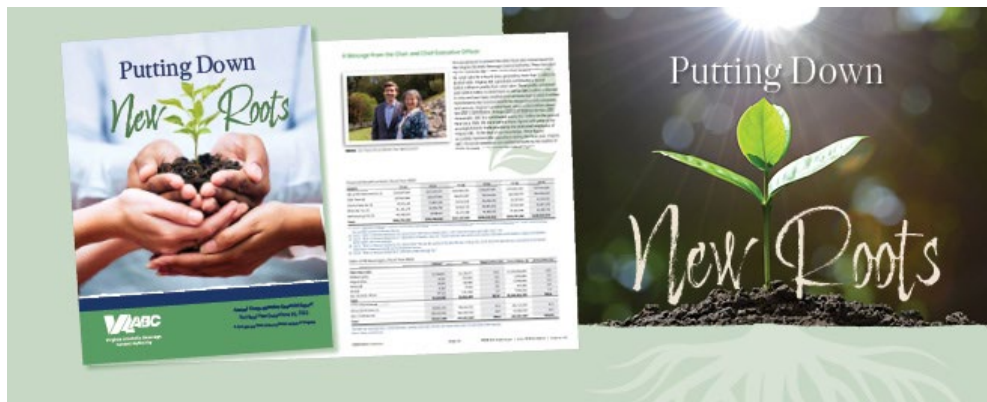


Virginia ABC Encourages All to Sip Responsibly

Virginia ABC empowers its customers to make mindful choices about alcohol. Whether it's knowing what a standard size drink is, understanding alcohol by volume (ABV) percentage on alcoholic beverages or having options for low-alcohol or even alcohol-free cocktails to choose from, we strive to provide the information and resources to keep Virginians safe and healthy.

Insights into the science of alcohol and how it impacts our bodies, creative and delicious low or non-alcoholic beverages and cocktails and strategies to moderate alcohol consumption can all be found on Virginia ABC's Sip Responsibly page.

[Sip Responsibly](#)



Virginia ABC's Latest Annual Report Available

Learn more about the story of Virginia ABC's Fiscal Year 2022 in our Annual Report! This document reflects the financial performance of the Authority between July 1, 2021 and June 30, 2022.

[Virginia ABC's FY 2022 Annual Report](#)



Classroom and Online Training Available

Register today for Virginia ABC's FREE licensee training! This training, available online or in the classroom, assists licensees in shouldering the many responsibilities for maintaining a safe and regulated operation. These responsibilities include preventing underage sales and consumption of alcoholic beverages.

The classes are designed to support sellers and servers in understanding the facts of alcohol education and prevention and Virginia ABC's laws and regulations and provide the participants the tools and knowledge needed to be successful and compliant.

Learn About Training Opportunities

Resources

[Get a License or Permit](#) | [Locate a Regional Office](#) | [Media Room](#)



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Virginia Alcoholic Beverage Control Authority (ABC)
7450 Freight Way Mechanicsville, VA 23116 | (804) 213-4400

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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Virginia ABC · P.O. Box 3250 · Mechanicsville, VA 23116-9998 · USA