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April 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

## April 2023 Issue

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**VAL** | VIRGINIA ABC LICENSING

## Learn How VAL Can Help You!

Virginia ABC Licensing, or "VAL" for short, is ABC's always-online, convenient way to conduct your business on your schedule!

Upon your last renewal date, you should have received by mail a letter with VAL login instructions and your unique PIN and record number. Use this information to create your account and sync your records.

The VAL site has training resources available to learn all about how VAL can streamline your interactions with ABC.

[Read More About VAL](#)



## Information on Crossover Products

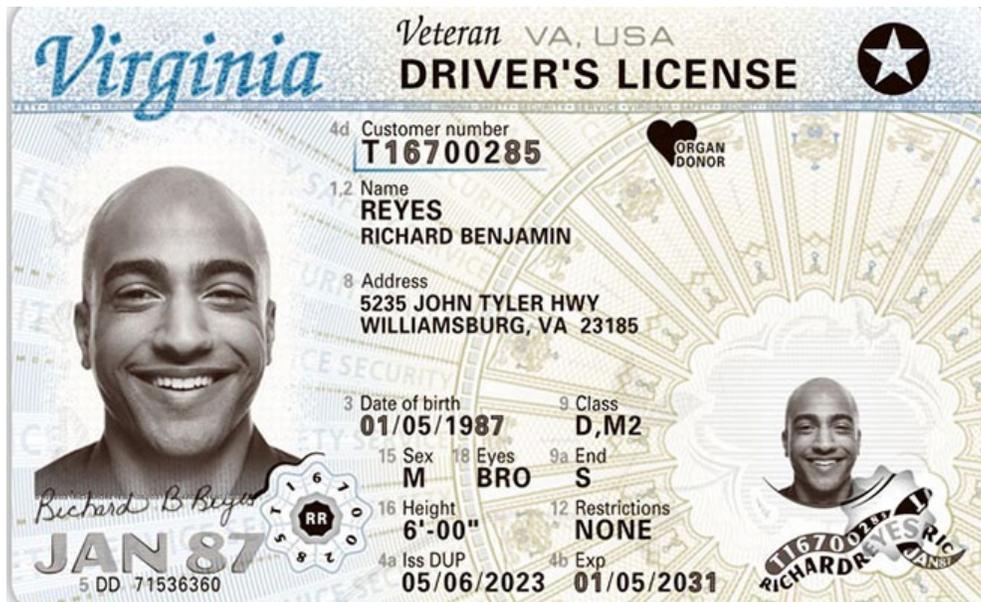
In this year's session of the Virginia General Assembly, two bills were passed (HB 1979 and SB 809) that regulate a family of alcoholic beverages that we refer to as crossover products.

There is the obvious potential for consumer confusion when products that contain alcohol are merchandised on shelves/displays that are adjacent to (or intermingled with) products that appeal primarily to an audience that is not of legal drinking age.

The potential for confusion is compounded by the fact that many popular soft drink brands have made the jump into this crossover category and by leveraging the equity and recognizability of their brands have blurred the ability of a consumer to easily tell which products contain alcohol and which do not.

Please keep in touch with your Special Agent with regard to how to stay compliant with the rules set forth by this legislation in effect July 1.

[Find Your Local Regional Office](#)



## DMV Announces New ID Design

Virginia's newly designed driver's licenses and identification (ID) cards will hit the streets in Spring 2023.

While the new credentials will display some of the same features, they will incorporate the next generation of enhanced security features that are resistant to counterfeiting yet easily authenticated by retailers and law enforcement.

[Learn More About Virginia's New ID Design](#)



## Spirited Virginia Coastal Visitor's Edition Coming Soon!

Virginia ABC is launching a special summer traveler's edition of Spirited Virginia magazine this year.

The special issue will be available Memorial Day through Labor Day in select Virginia Welcome Centers on Virginia interstates, as well as online. Geared towards visitors to the commonwealth, the magazine will include information about where to buy distilled spirits, how to prepare easy-to-mix cocktails and

where to visit Virginia distilleries.

[Spirited Virginia Magazine Archive](#)



## Update to Virginia ABC Licensee Guide

Virginia ABC's free publication, designed to support you in understanding the facts of alcohol education and prevention and Virginia ABC's laws and regulations, has been updated with the latest licensee information.

[Virginia ABC Licensee Guide](#)



## Classroom and Online Training Available

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

In-person classes for May, June and July are open for registration.

## Learn About Training Opportunities

# Resources

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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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