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January 2024 news and updates for the licensee community from the Virginia Alcoholic Beverage Control Authority (ABC).

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**LICENSEE**

**January 2024 Issue**

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## Product Placement Toolkit Available

With a growing variety of alcoholic and non-alcoholic products filling shelves at licensed stores around the commonwealth, a July 2023 law strives to ensure consumer safety and avoid confusion by regulating the display of wine and beer and a relatively new category of products known as “crossover products.”

Virginia ABC has free resources available to comply with the signage

requirements.

**Product Placement Information**

# 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**



## Preventing Underage Sales Reminder

As the calendar has turned to 2024, it is a good time to refresh your knowledge on the resources Virginia ABC provides in helping prevent underage sales.

When selling alcohol or nicotine products, it should be staff's top priority to focus on the customer and make sure he or she is not underage.

Be sure to consult Virginia ABC's webpage below for more strategies on determining if a customer might be underage.

### Preventing Underage Sales



## Need RADD Training? Sign Up Today!

RADD online training is designed to educate licensees and alcoholic beverage delivery drivers on delivery best practices. Join us in preventing unlawful sales and consumption of alcoholic beverages while running a successful and safe business.

[Sign Up for Training](#)



## Sign Up for the Spirited Virginia Newsletter

The Spirited Virginia e-newsletter is filled with information of interest to

consumers and licensees who wish to stay informed about promotions, cocktail recipes and more.

Sign up today to get the latest information from Virginia ABC.

[Spirited Virginia Newsletter Sign Up](#)

## Resources

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



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**Virginia Alcoholic Beverage Control Authority (ABC)**  
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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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