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July 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

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Information on Product Placement Requirements Legislation

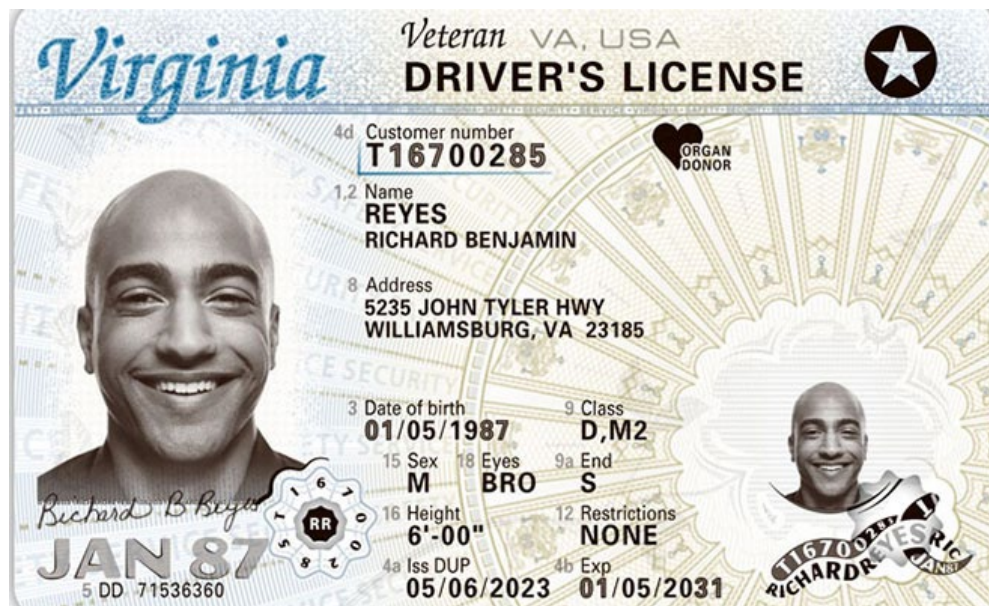
With a growing variety of alcoholic and non-alcoholic products filling shelves at licensed stores around the commonwealth, a law effective July 1, 2023, strives to ensure consumer safety and avoid confusion by regulating the display of wine and beer and a relatively new category of products known as “crossover products.”

The new law requires persons licensed to sell wine and beer and crossover products for off-premises consumption that display such products outside a clearly discernible location reserved for alcoholic beverages to:

- Not place wine or beer products in an area immediately adjacent to non-alcoholic beverages containing the same or similar brand name, logo, or packaging as an alcoholic beverage
- Equip any such display with signage that indicates the product is an alcoholic beverage, is clearly visible to consumers, and is of sufficient size to notify the consumer that the product contains alcohol.

For more information, visit the link below or speak with an ABC Special Agent.

In-Store Product Display Reference Guide



New Virginia ID Design Is Here!

DMV has introduced the newly designed Virginia driver's licenses and identification (ID) cards.

While the new credentials display some of the same features, they 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

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



New Products Have Arrived in Virginia ABC Stores!

Beginning July 1, 74 new products, including 10 Virginia-made products, will hit Virginia ABC stores! Check out what products are now available!



Check Out the Q3 2023 New Products



Classroom and Online Training Available

RADD (Responsible Alcohol Delivery Driver) 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 your training today!

Learn About RADD Training



Call For Bartenders!

Do you manage a bar for a mixed-beverage licensee? Would you like to see your establishment featured in a future [Spirited Virginia magazine](#) issue?

Virginia ABC is searching for bartenders (employed by non-chain restaurants) to spotlight in our Behind The Bar column. Nominate a restaurant and bartender by emailing pubrel@virginiaabc.com. Tell us why your establishment

deserves this recognition.

Email Virginia ABC's Communications Team

Resources

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



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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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