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November 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

November 2023 Issue

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In-Person Training Sign-Ups Available

Register today for Virginia ABC's free licensee training!

Sign-ups are now live for in-person sessions of Managers' Alcohol Responsibility Training (MART) and Responsible Sellers & Servers: Virginia's Program (RSVP) this winter.

These trainings assist businesses in shouldering their many responsibilities for maintaining a safe and regulated operation, which include preventing underage sales and consumption of alcoholic beverages.

[Sign Up for Training Today!](#)



2024 Do Not Sell Stickers Coming in December

"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.

The 2024 Do Not Sell Stickers will be mailed to licensees in December.

It is extremely important that these stickers be placed where both the seller and buyer can see them, such as on a register or a countertop where purchases are made. The stickers are coated with a smear-resistant varnish in order to prevent fading and damage from cleaning solution spray.

[Learn More About Do Not Sell Stickers](#)

VAL | VIRGINIA ABC LICENSING

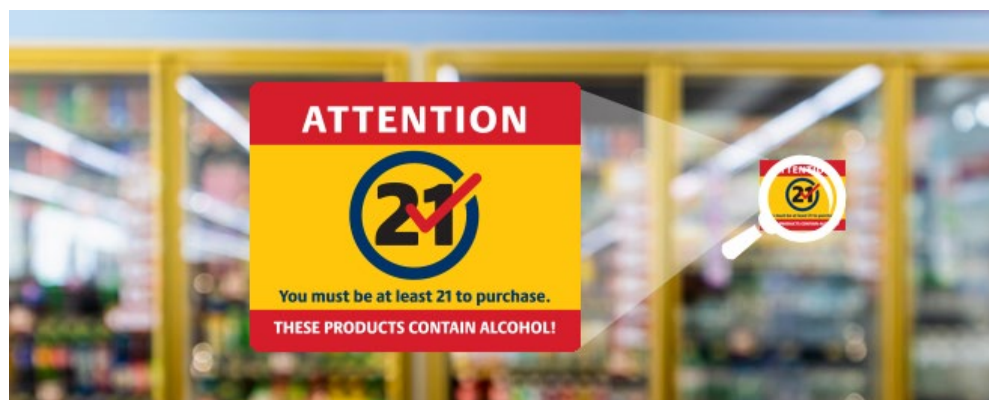
Learn How VAL Can Help You!

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](#)



Product Placement Requirements

The new law, which went into effect on July 1, 2023, 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.

[Learn More About Product Placement Requirements](#)

Spirited VIRGINIA[®]

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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