

License & Fee Reform Project

Scope Statement:

Pursuant to Senate Committee on Rehabilitation and Social Services written request dated Nov 19, 2018, Virginia ABC will develop a proposal to consolidate licenses; explore creation of marketplace license; analyze fees collected and determine whether to restructure to align with resources necessary to administer, monitor, and enforce licenses; and consult with relevant stakeholders in creating recommendation.

What might potential changes to the licensing structure and fees mean for me/my business?

Adopted modifications have the potential to create changes to license privileges, market competition, fees, and what is required if your business model shifts.

ABC is exploring the creation of a Marketplace license and which types of business could potentially be impacted by this new license.

A Marketplace License would permit establishments whose the primary business purpose is not related to the selling food or alcohol, to offer customers a complimentary alcoholic beverage and/or sell alcohol to customers in limited quantities. Some examples could include non-traditional venues wishing to provide complimentary alcohol to customers (e.g. wine served at a book store, Champagne served at a bridal dress shop, craft beer served at a barber shop).