



ABC

COMMISSION
NORTH CAROLINA

Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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ABC COMMISSION DENIES APPROVAL FOR 3 OZ ALCOPOP IN FIRST VOTE BY THREE NEW MEMBERS

RALEIGH – The three-member North Carolina Alcoholic Beverage Control Commission today voted unanimously to uphold an earlier decision by staff to deny product approval for a 3 oz. alcopop proposed for sale in North Carolina.

Stout 21, a 15 percent alcohol by volume, flavored malt beverage produced in Kings Mountain, N.C., had asked for approval for a cylinder-shaped container with a rounded bottom for its beverage. No other state has approved the product in the non-traditional package.

“This was a very tough decision,” said ABC Chairman Jim Gardner. “After listening to both sides, this Commission is sending a loud and clear message to everyone who holds permits to manufacture or sell alcohol in this state that this Commission is concerned about underage drinking, and we are taking steps to safeguard our children against it.”

Before taking the vote, the Commission heard from the Stout manufacturer and the company’s legal representatives as well as from several speakers from the public health community.

In other action, the Commission levied nearly \$130,000 in fines or suspensions of five days or more on representatives of 108 clubs, convenience stores, restaurants and other businesses holding permits to sell alcohol in North Carolina. Fines begin April 12 and suspensions April 19.

The Commission also approved an ABC store relocation requested by the Dare County ABC store for 1215-A Duck Road, which is across the street from the current store. The Commission also adopted rule changes as published in Volume 27, Issue 11 of the NC Register (04 NCAC 02S .0228).

Today’s meeting was the first for Chairman Gardner, Commissioner Joel Keith and Commissioner Kevin Green. The three were sworn in March 4 by NC Supreme Court Justice Mark Martin after being appointed in February by Gov. Pat McCrory.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. The Commission oversees more than 25,000 permits allowing alcohol sales by more than 18,000 retail outlets across the state. <http://abc.nc.gov>.

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