



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

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MEMORANDUM NO. 2801

Bcc: ABC Boards
Cc: Brokers

FROM: Michael C. Herring
 Administrator

DATE: November 17, 2010
SUBJECT: 190 Proof Grain Alcohol

The ABC Commission has had concerns for some time about the potential dangers of having 190 proof products available for sale in the state. A recent study by the Mecklenburg ABC board revealed that the majority of 190 proof alcohol was being purchased at ABC stores in close proximity to college campuses. After considering the findings, the Mecklenburg ABC board took steps to limit access to the product by moving it to other stores and reducing size selection.

Please be advised that the Commission also plans to limit access to these high proof products. Effective December 1, 2010, the Commission, with the cooperation of Luxco and Sazerac, will be delisting the three sizes of Everclear 190 proof and the one size of Diesel 190 proof from the state's price list. The Everclear product will be replaced by a new lower 151 proof product. The Diesel product will not be replaced. These changes will result in the state having no product available for sale on ABC store shelves higher than 151 proof once the delisted product sells through. For those with customers that use the 190 proof product as an industry solvent, please be advised that both brands will still be available through special order, pre-paid, and by the case.

If you have any questions, please let me know.

Discontinued: Effective December 1, 2010

- Code 62042 Everclear 1.75L, 190 proof
- Code 62043 Everclear .75L, 190 proof
- Code 62046 Everclear .375L, 190 proof
- Code 62057 Diesel .75L, 190 proof

Listed: Effective Immediately

- Code 62047 Everclear .375L, 151 proof
- Code 62044 Everclear 1.75L, 151 proof
- Code 62045 Everclear .75L, 151 proof

(For your convenience, ALL Memorandums are sent through e-mail and uploaded to the abc.nc.gov website under the heading Local ABC Boards / Board memoranda.)