



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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NC ABC COMMISSION TAKES ACTION ON 89 HEARING CASES

RALEIGH – During its regular monthly meeting today, the North Carolina Alcoholic Beverage Control Commission took action on 89 hearing cases.

In its rulings, the Commission imposed penalties and fines of approximately \$106,000 on representatives of retail bars, restaurants, groceries and clubs found to be in violation of ABC laws and rules. In addition to the fines, many of the violations resulted in suspensions of permits for five days or more. The fines are to be paid by October 28, 2011, with suspensions beginning November 4, 2011. Fines benefit the local school systems where the violations occurred.

One of the violations involved the sale of a can of Four Loko malt beverage to an underaged person. The permit holder indicated that the store clerk made the sale because he had trouble distinguishing between the markings on the can of the alcoholic beverage from similar-looking cans of non-alcoholic energy drinks. The local case prompted Chairman Jon Williams to note that the Federal Trade Commission entered into a consent agreement earlier this week with the manufacturers of Four Loko to repackage the product to be sold in resealable containers and to change the labeling to indicate it is not a single serving. "The Commission is closely following these federal actions and actions of other states that have to do with these products that are high in alcohol content and fruit-flavored," Williams said.

In other business, the Commission held a public hearing of the rules published in Volume 26, Issue 6 of the NC Register (04 NCAC 02R .0802 and 04 NCAC 02S .1008). The Commission also reviewed and approved the technical changes recommended by the Office of Administrative Hearings for 04 NCAC 02R.0902, 04 NCAC 02R.1703, 04NCAC 02R.1706, and 04 NCAC 02S.0201.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 19 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. The Commission oversees more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state and applies its regulatory authority to benefit public health, public safety and fair commercial regulation of alcohol products. For more information see <http://abc.nc.gov>.

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