



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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ABC COMMISSION URGES MIXED BEVERAGE PERMIT HOLDERS TO FOCUS ON SAFETY AND HEALTH DURING THE HOLIDAYS

RALEIGH – Thursday the NC ABC Commission asked the 168 local ABC boards that sell alcohol in the retail ABC stores across the state to alert their roughly 5,000 mixed beverage business customers to the need for focusing on safety and compliance with the ABC laws, especially during the holidays.

“Safety is a group effort, especially when it comes to our children’s safety and underage drinking,” said NC ABC Commission Chairman Jim Gardner. His message asked all alcohol suppliers and retailers to remember the important responsibility they have in the sale and service of alcoholic beverages and to take steps to ensure that sales of alcohol to minors and intoxicated persons are refused.

The holiday message is a part of the state Commission’s focus on the public health and safety challenges posed by underage drinking in particular. Early in 2014 the ABC Commission is launching a statewide initiative to reduce underage drinking in North Carolina. Highlights of the initiative include:

- A sustained awareness campaign to change the culture of permissiveness
- Tightening enforcement of existing laws for businesses that sell to underage persons
- A review of current and proposed legislation related to underage drinking

Underage drinking costs North Carolina more than \$1 billion annually, according to research compiled by the NC Department of Health and Human Services. Industry data indicates that an average of one child under 21 a week is killed in North Carolina in an accident related to alcohol.

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 permits allowing alcohol sales by more than 18,000 retail outlets across the state. <http://abc.nc.gov>.

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